

GETTING STARTED



Think about the goals you have for social media, not just the number of followers! How can social media have a real impact on your business?

Who are your key audiences? This could include:

- Customers
- Gift buyers
- Other businesses e.g. stockists
- Press

Take some time to create a customer persona for each group if you haven't done this before, outlining your audience's needs, wants and characteristics. When you plan posts, this will help to keep focused on the people who matter the most to your business.

If you're new to social, decide which platform will be your initial priority. Try not to overload your to-do list with 5 different social profiles - you can always add more later!

Think about your main challenges when it comes to planning and posting social content. Is it time? A skill you need to develop? Creative block? Fear of being on camera? Write it down so you can come up with a realistic action plan.



PLANNING

Think about the topics your audience is most interested in. If you're already on social media, look back at your insights/analytics to see which posts worked well.

Consider the things that you need to post about as a business - for example, new products or opening hours. Try to balance those posts with other types of content, such as showing your making process or workspace.

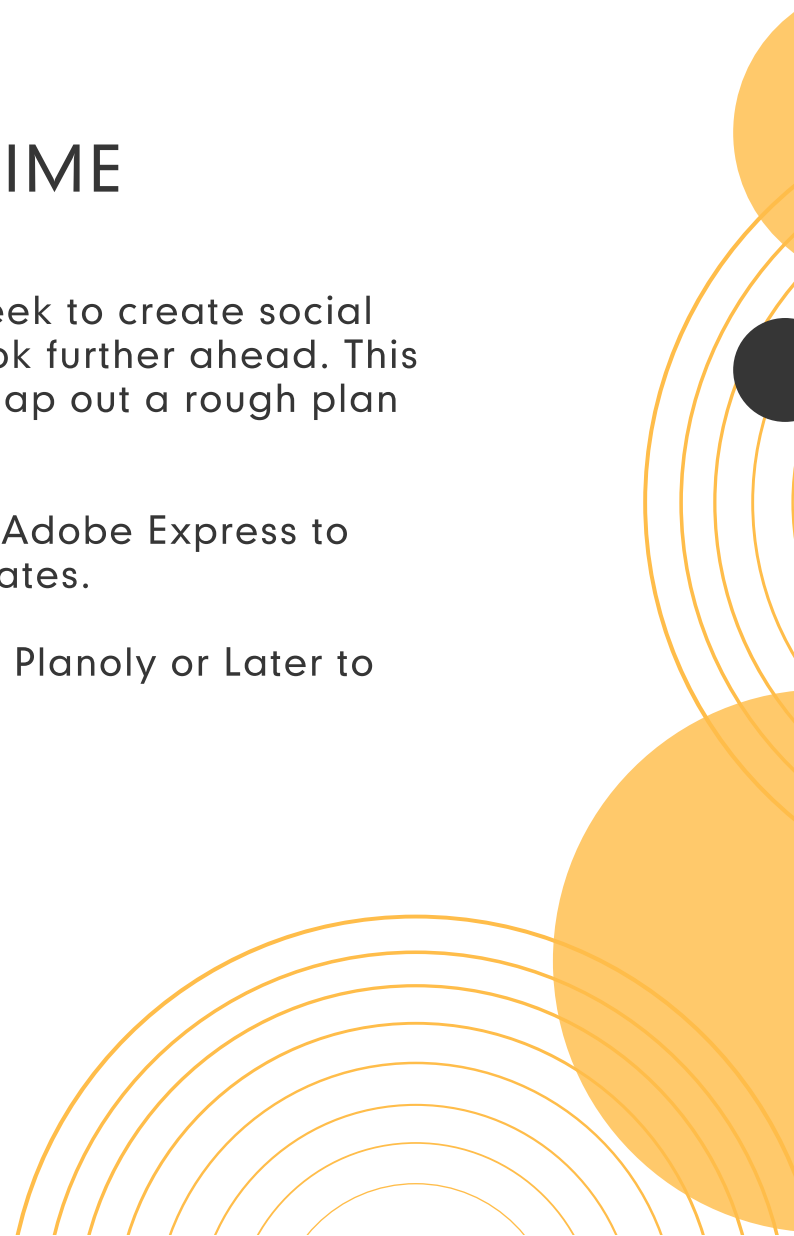
Plan out 14 days of content as an example, considering all of the platforms you use. Try to keep it realistic! Allow for the time that goes into creating each post type; a TikTok post or Instagram Reel will most likely take more time than a tweet.

ORGANISING YOUR TIME

Book time in your calendar each week to create social content, and time each month to look further ahead. This could be as little as 15 minutes to map out a rough plan for the next month!

Use content tools such as Canva or Adobe Express to batch create/edit posts using templates.

Use scheduling tools such as Buffer, Planoly or Later to line up posts for the week ahead.





MEASURING SUCCESS

Social content creation and posting can feel neverending. Make sure you outline how you will assess if what you're doing is working on a weekly, monthly or quarterly basis. What are the key metrics you will look at or other signals that will show you are on the right track?

To work on your Social Media Worksheet

go to...

If you'd like to keep in touch with us, join our Maker Network:

Facebook: www.facebook.com/groups/mcadnetwork

Instagram: [@manchestercraft](https://www.instagram.com/manchestercraft)

Newsletter: www.craftanddesign.com/subscribe

