



COMMUNICATION TRAINING



Co-funded by
the European Union

Editorial schedule & strategy for social media campaign



On today's agenda



At the end of the day, you know

...how to use an editorial
schedule

...which tools are the best
for an editorial schedule

...everything you need to
know for a successful social
media campaign

... how storytelling on
Instagram works

...how to increase your reach
on Instagram

but first...

let's collect some questions

What do you expect from today? Are there any specific questions you have? Just ask right away, post the questions into the chat corner and we'll have a look at the end of the workshop so we can make sure we answered all the questions today.



Editorial schedule

Why is it so important?



Editorial schedule



Working with a team gets easier

It's much more easier to work with a team when you have an editorial schedule



Get an content overview

With an editorial schedule you have an exact overview over your content. How many content pieces are already ready to post? Who's late with posting? And how can we secure that we have enough content for the upcoming weeks? With an editorial schedule you can controll your content.



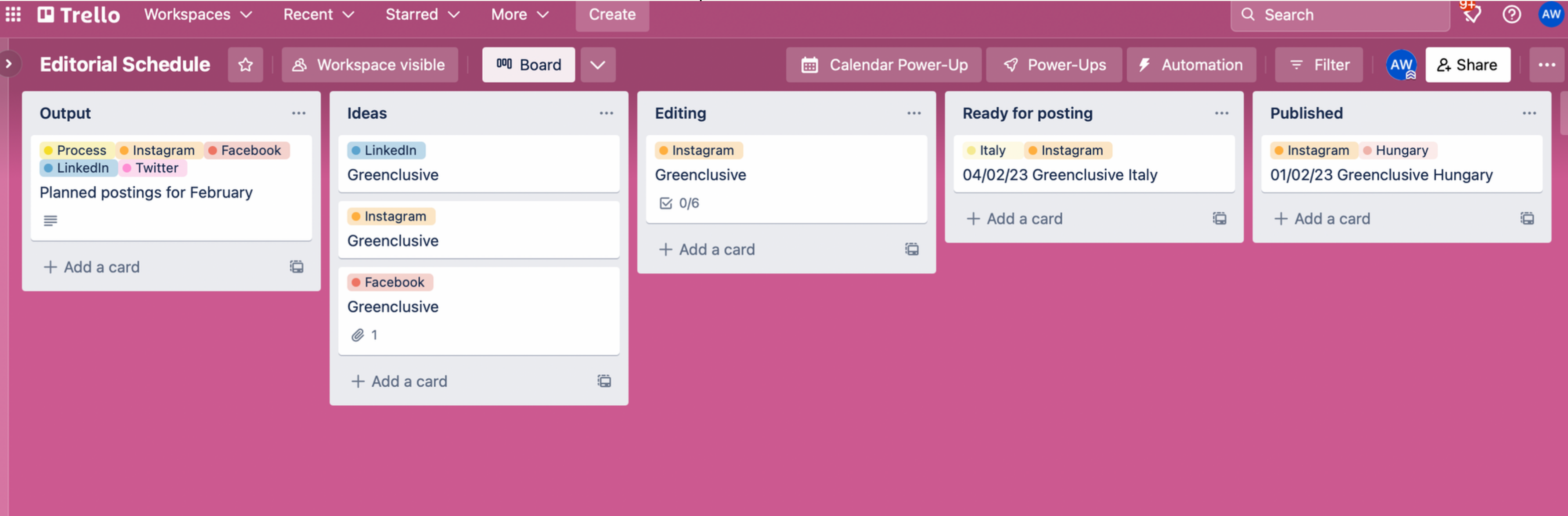
Collect all your ideas at one place

Collect all your ideas in the editorial schedule and discuss all the topics before posting right away. And: The more ideas you have, the better! Sometimes you'll have days or weeks in which you don't know what to publish. With a collection of content ideas you can fall back on them easily.

Tool #1

Trello

SOCIAL
MEDIA
WORKSHOP



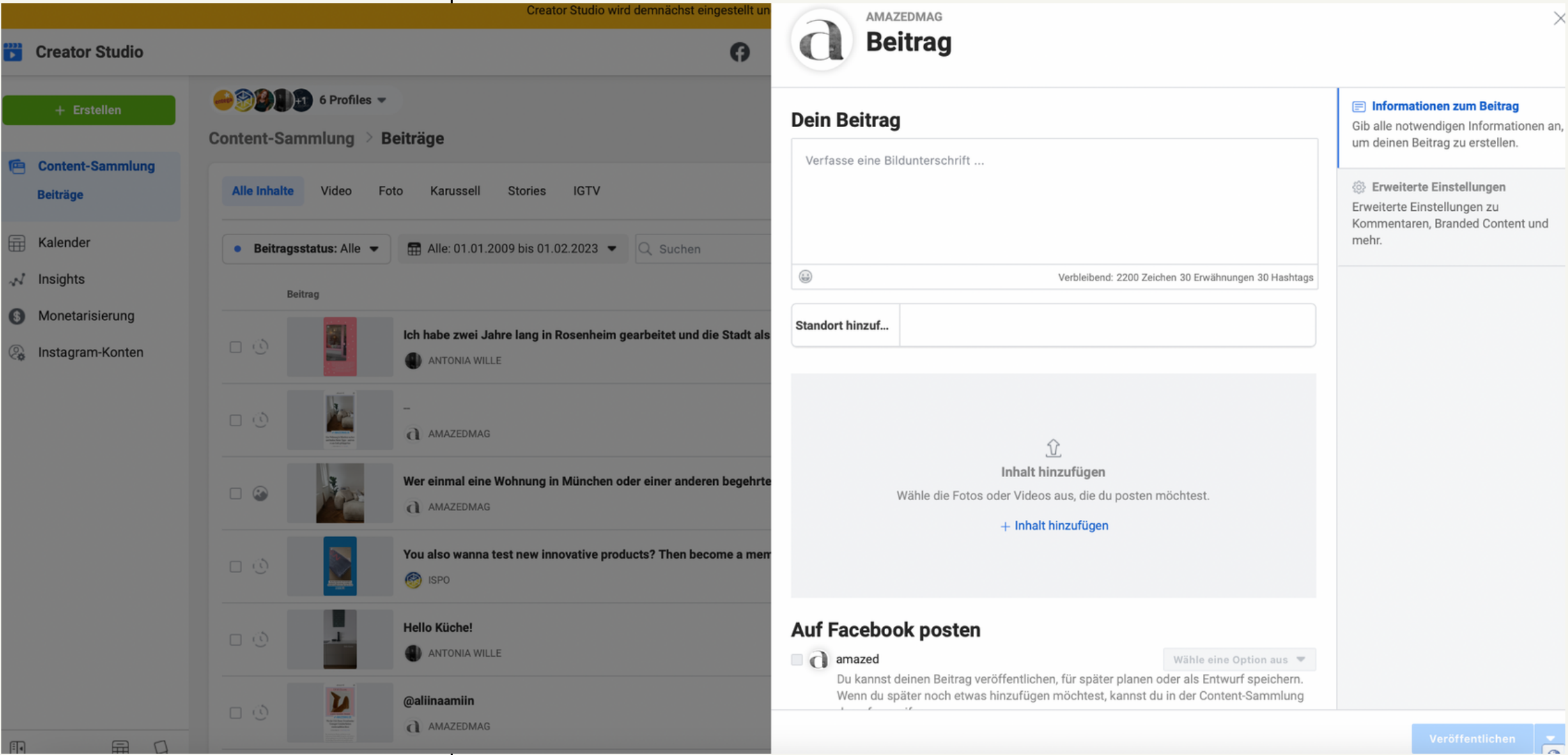
Tool#2

Google

Excel

H12						
	A	B	C	D	E	F
1		Person 1	Person 2	Person 3	Date	
2	Montag			Story	16	
3	Dienstag		Reel 1		17	
4	Mittwoch	Feedpost 1		Story 2	18	
5	Donnerstag		Reel 2		19	
6	Freitag				20	
7	Samstag				21	
8	Sonntag				22	
9						
10						
11						
12						
13						
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						
31						
32						
33						
34						

Tool#3 Facebook Creator Studio





Editorial schedule for

brainstorming and overviewing the
whole content and scheduling the
content pieces

Facebook creator studio for

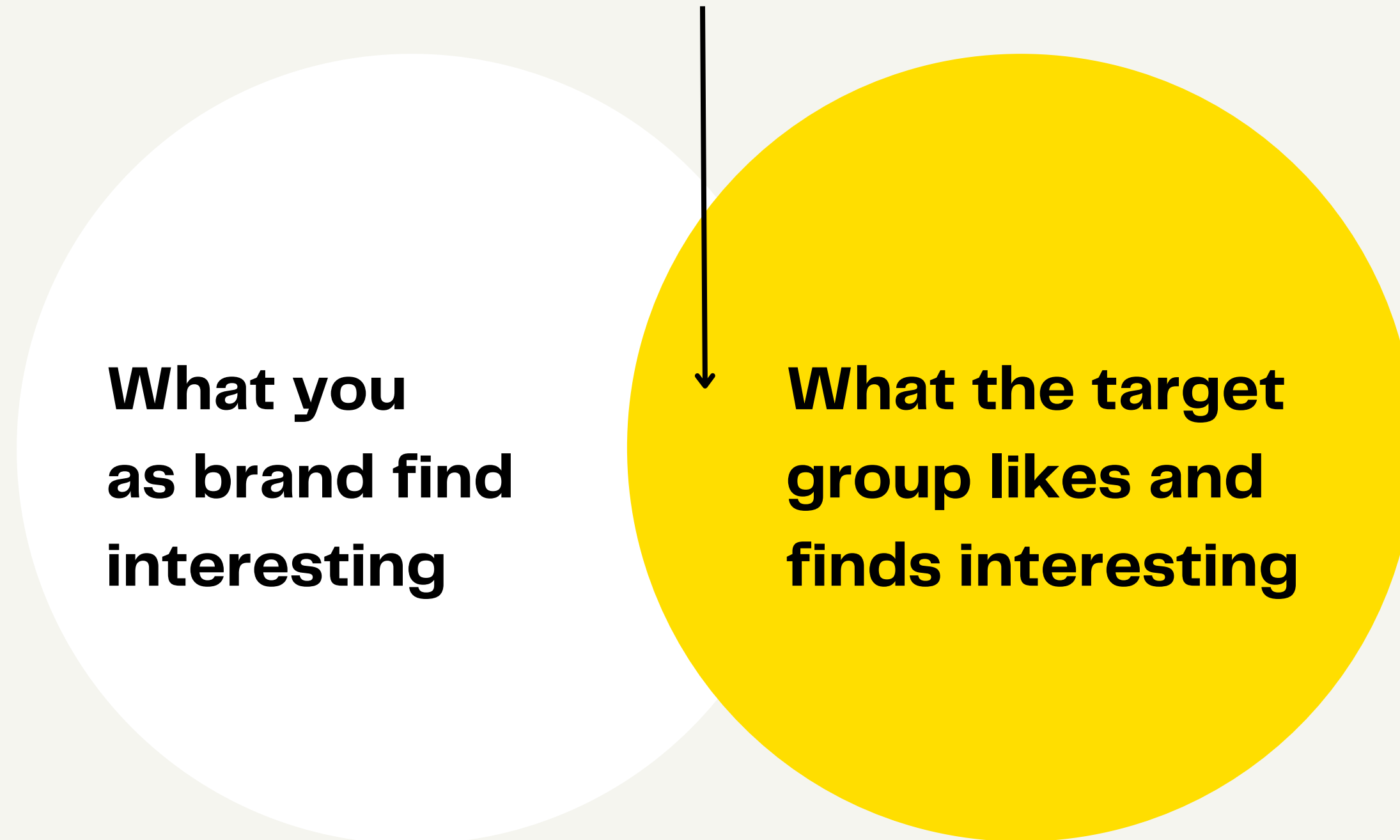
content scheduling in advance instead of
posting spontaneously

Strategy for social media campaign

**Which social media content do you like
– especially on Instagram?**



Where the magic happens



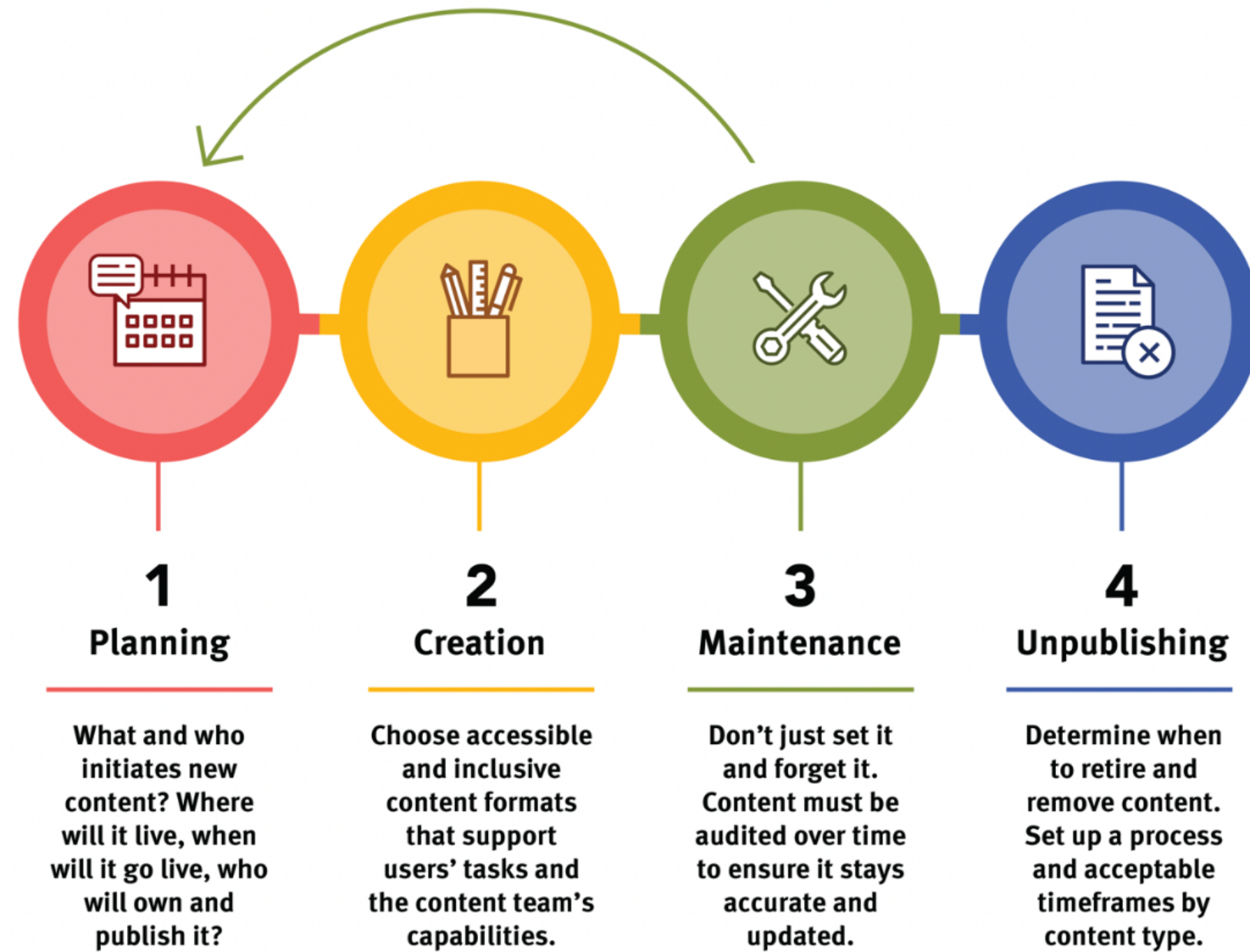
The 3 C's of Social Media

C – Communication

C – Creation

C – Curate

Content Strategy & Governance

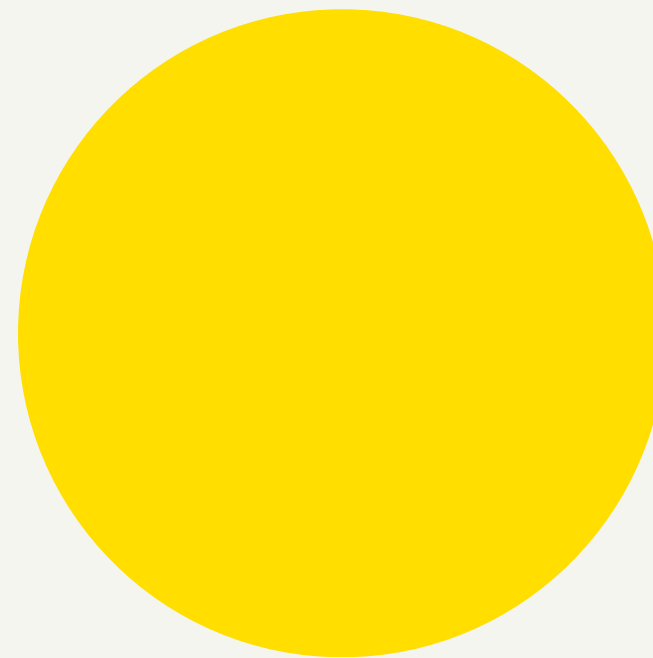


A good social media strategy needs...



Where is our target group and what are our goals?

Planning



What content does my target group want to see and how do I tell my story on Instagram?

Storytelling



A social team that curates, places and manages content

Teamwork

Social media means



...emotions

... vicinity

... authenticity

what emotions do you want to arouse?

SOCIAL
MEDIA
WORKSHOP



What goals do you have on Instagram?

**Brand
Awareness**

**Network
building**

Recruiting

**Increase
the reach**

**Visibility
on social web**

**Conversion
& traffic**

Why it's so important to know your target group exactly



Ozzy Osbourne vs. King Charles

british
age 65+
male
married
more than one kid
rich, very rich ;)
love expensive cars



Arnaud Bouissou, CC0, via Wikimedia Commons

Questions you have to ask yourself

- Who are your potential followers?
- Where do they hang out online?
- Where do they work?
- What do they care about?
- Do they already know you?
- What do they think of you?
Is it what you want them to think?
- What content do they need to see to believe that your products or services are worth their money or time?



Who's your target group?



Storytelling on instagram

Good storytelling is...

- ...to pack important content in emotionally touching and exciting stories
- ...maintaining a clear, logical and authentic narrative structure
- ...to strike the right tone for the target group and to be creative at the same time
- ...to convey a clear message along a red thread and an understandable sequence,



Questions you have to ask yourself

What's our message?

How can we tell our message in an exciting way?

What could my target group be interested in?

Which content is suitable as a feed post, which as an Instagram story or reel?

- Make every single post, picture or video a part of your big story.
- Emotions make good stories great stories. Arouse emotions with images and videos.
- Create a call to action. Ask questions and respond to comments. Invite your followers to comment on your posts, allowing them to better understand the story behind your image or video.
- If it fits your story, share photos or videos of your followers from time to time.
- Also upload photos of your employees, your surroundings or offices or other snapshots of your company. Always make sure that it fits your big story.
- Pay attention to the quality of your pictures and videos.
- Appropriate quotes can also help make your content more attractive if they fit your big story.

(Visual) Storytelling tipps

Planning & Creation

And you will read this at the end



**You will read
this first**

And then you will read this

Then this one

What's the most important?
What's good content for you?

Planning & creation – Ideas

User-Generated Content

Events

Behind-the-scenes

Instagram Reels

Recurring formats

Milestones & Highlights

Personal Stories

Knowledge

Quotes

Quotes

Let's brainstorm

6 tipps for success on Instagram

Be personal

Take video seriously

Go with the trends

Post at the right time

Post regularly

Use the right hashtags

#therighthashtags

- Use minimum 11 Hashtags (30 are possible, but 11 are enough)
- See what hashtags the competition is using
- See which hashtags your target audience likes to use
- The most popular hashtags are not necessarily the best
- Use Instagram's "Related Hashtags" option to find even more hashtags
- Create your own hashtag to brand your content

Let's
do some research

4 rules for successful content on Instagram

quality before quantity

continuity counts

Know when followers are active

Know what followers want to see

Questions? Now it's your turn!

2023

SOCIAL
MEDIA
WORKSHOP



Let's keep in touch

HELLO@ANTONIAWILLE.COM
LINKEDIN: ANTONIA WILLE
INSTAGRAM @ANTONIAWLLE
WWW.ANTONIAWILLE.COM

Green clusive



Co-funded by
the European Union

Partners



Promoter

