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2023

**SOCIAL MEDIA GUIDE, PLANNER
AND WORKBOOK**

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THE ULTIMATE SOCIAL MEDIA EBOOK, PLANNER AND JOURNAL FOR CRAFTERS AND CREATIVES GUIDE

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Introduction

You may be reading this eBook because you're either interested in starting a social media page for your business, or you've tried to promote your business through social media already and you haven't been as successful as you would like to be.

There are a couple of big reasons why social media can be so difficult to use in modern times for businesses, and we'll talk about those here.

As you read why social media can be hard to use effectively, remember that you can counter these challenges using smart strategies like those explained after this section.

These challenges are listed here so that you can make informed decisions to overcome them as you make your grand plan for marketing your business on social media.

The Algorithm

Once upon a time, when you shared something on social media, it was instantly sent to any of your followers who happened to be scrolling their account at the time. Everything was posted and viewed in real time, and people interested in your brand would have access to your content whenever you posted.

Today, every social media platform has an algorithm that picks and chooses what audiences see. You may have access to new audiences, but you may not even have access to the audience you've carefully collected. Every social media platform works a little differently, but this concept is relatively constant among all of them.

To give you an idea of your potential reach on social media, many sources suggest that roughly 10% of your followers on Instagram will see any given post. For Facebook, it may be as low as 5% for your average account.

That means even if you have 1,000 followers on your social media platform, maybe only 50-100 of them will see the content you put out. In some cases, it may even be less!

This says nothing about the reach you have for non-followers, but it does mean that it can be hard to create an engaged group of followers who might actually be interested in purchasing something from your business.

You Have Considerable Competition

When you're using social media to promote your business, you're not only competing against people who are in your niche, but you're also competing against everyone else on social media. You want eyes on your content, and so does everyone else.

Your business might be selling handmade stationery, but people scrolling through TikTok, Facebook, or Instagram are also viewing people talking about politics, an adorable kitten taking a nap, and a delicious new recipe.

Their attention is being diverted in 20 different directions, making it hard for your lovely stationery to find engaged viewers.

Most Social Media Posts Don't Last Long

For many social media platforms, the lifespan of your post is quite short. A Facebook post may be viewed for up to 48 hours, but it'll have the greatest impact in the first 50 minutes after it's posted. A Twitter post may have a lifespan as short as 24 minutes.

Some social media platforms have an even shorter window. TikTok has what's called "instant decay" which means if a post doesn't get immediate attention, it likely will not keep showing it to people.

If a social media post becomes viral or quickly gains attention, you will see a longer lifespan, but you can expect the content you've made in the past will no longer get views after a few days.

The one exception to this is Pinterest, which can continue to garner interest for months after posting.

General Tips For Social Media Business Accounts

These are social media marketing strategies that can help build your brand and grow your audience whether you're using Facebook, Twitter, TikTok, or Instagram:

- **Share more than just business (avoid constant promotion).** People who follow your brand or see your content on social media will know that you're trying to sell something, but if that's all you post about, they will soon grow weary of your account.
- **Be relevant or relatable.** Social media is where people want to be entertained, understood, or form a connection with others. Your social media content must be relatable to people in some way in order for them to want to view it and interact with it. You can do this by sharing stories, sharing topics your readers care about, and engaging with your audience.
- **Use humor.** Humor is one of the best ways to make your content relevant to your audience. Even if someone isn't interested in your product or service, they will enjoy an account that uses humor and doesn't take itself too seriously. They're also more likely to share your content if they find it funny.
- **Find your niche and your audience.** Your job isn't to market your business to all 4 billion social media users, but to market to your target audience. That means determining the demographics behind your most likely customer. Once you know this, you can make your posts relevant to those people.
- **Find your audience's pain points.** Find out what your customer's concerns or problems are and offer a solution with your product or service.
- **Don't post too much or too little.** This will take some trial and error, but you're going to want to find the sweet spot of how often to post. You don't want to spam your followers by posting thirty times a day, but if you only post once a month, you'll fall into social media oblivion.
- **Most experts recommend posting several times a week at a minimum, and once or twice a day at a maximum.**
- **Experiment with results.** Trying different things can help you learn what works for your social media account and your target audience. What works for one account may not work for another, and the same is true for different audiences.

- **Interact with other accounts.** Take time to comment, like, and share posts from other accounts. This helps you reach new audiences and build relationships with other influencers on social media.
- **Be authentic.** Nothing will turn someone away from your social media account faster than coming across as insincere or inauthentic. People can tell when you're not being real, and they don't want to spend their time watching an account that feels fake or overly pushy.
- **See what others in your niche are doing.** Find out what's working for other businesses and accounts in your niche. What are people responding to? What's working? Don't copy them, of course, but you can use their content as inspiration for your business.
- **Offer something different or unique.** Your business and social media page will be more profitable and gain more followers if you offer something different than your competition. You already know this with your business model, but the same is true for your social media account.
- **Try out any new options available.** Social media platforms are often finding ways to compete with each other, and they will roll out new features to their users from time to time. For example, Instagram is a big one for trying new features, and will often borrow from other platforms. They began using Stories after Snapchat's popularity, and Reels after the incredible growth of Snapchat. Social media platforms often reward users that try out new features by giving them more reach with social media content.
- **Connect with micro-influencers.** Micro-influencers can make a big difference with your business because they can connect with real people and have a level of authenticity that is hard to replicate as a business. They're also likely to be willing to work with your business in order to monetize their account or channel.
- **Try new social media networks.** When a new social media network emerges and begins growing in popularity, it would not hurt to begin playing around with it to see if you can start generating interest in your brand. For example, no one anticipated how popular TikTok would be when it was first established, and there are likely to be new social media platforms in the future that become the next big thing.
- **Consider paid ads.** Ideally, you would want to grow your business with organic traffic, but there are times when it's worth it to pay for ad space. Paid ads can work very quickly - even immediately in many cases. Study some methods for making your paid ads successful, and the money you spend may be well worth it.

Best Strategies For Twitter, Instagram, TikTok and Facebook

There are many social media strategies that can work for every platform, but to make your business's social media presence the best it can be, we're going to break down our tips and tricks into categories for each platform.

For small businesses, we recommend pouring your energy into one or two social platforms rather than trying to manage all of them.

That way you can focus on the platforms that will offer the best conversion rates for your brand and also have the time to do other important things like running your business.

Social Media Strategies for Twitter

Twitter has 229 million active users as of 2022, but there are predictions that Twitter's popularity may decline in the upcoming years. Twitter saw an increase in users in 2020 as many people use the platform as a source for news, but now that the pandemic news is declining, fewer people are interested in daily news updates.

Twitter is a good platform for connecting with your customers, answering questions, and being introduced to new audiences. Some businesses may be better suited for Twitter than others. For example, small businesses that sell handmade goods might perform better on a very visual social media platform like Instagram.

Businesses related to technology, news, entertainment, sports, or politics would be a good fit for Twitter. There are also many other companies (like Wendy's, for example) that have been able to use Twitter's primarily text-based platform to generate content that users find interesting, entertaining, controversial, or helpful.

If you've decided that Twitter is a good fit for your business, here are some tips that will help your business perform well on this platform:

- **Use visual content with written content.** Even though Twitter is a text-based platform, content that includes images and video typically performs better than text-only posts. You don't need to use images or videos with every post, but they should be intermixed in your postings.
- **You might want to pay for ads on Twitter.** According to Twitter, people who use Twitter spend 26% more time viewing ads on their platform when compared to other social media platforms.
- **Engage with your customers.** A lot of users like Twitter because they feel like it gives them access to the businesses they use. Actively communicating with customers and responding to their comments and messages is a good way to build your brand on Twitter.
- **Keep up with trends and what's in the news.** People think of brands on Twitter as being culturally relevant, so use your platform to keep up with what's happening in the world. People get on Twitter to learn about the news, pop culture, or trending hashtags. If your business creates related content, you stand a much better chance of being discovered by users.
- **Post directly to your Twitter feed.** Links to other platforms or websites won't get as many eyes as direct tweets to your profile.

Social Media Strategies for Instagram

Instagram is constantly updating to keep relevant to new users. Back in 2010 when Instagram was created, they were primarily for images. Influencers would post highly curated photos showing them using their favorite products and wearing the most fashionable clothing.

Today Instagram has "Stories" images/videos that disappear after 24 hours which was their response to the highly popular social media platform Snapchat. They also introduced "Instagram Reels" after the explosion of TikTok. It's likely that Instagram will continue to try to maintain its popularity in the upcoming years with new strategies.

Instagram is good for businesses that have a lot of visual content. Businesses that relate to fashion, decor, photography, handmade products, and art would be a natural fit for this platform. It's also a popular destination for all sorts of influencers, and there are a large variety of niche groups that find a home in the Instagram community.

If you think Instagram is a good fit for your business, here are some tips to help:

- **Post reels.** Instagram started out as a place to post your photos, and while it's still encouraged to post still images, you will be missing out on a ton of potential traffic and engagements if you're not using reels.
- **Keep up with trends.** When you create reels for your business, pay attention to trending sounds or music that you can use in your videos. These will often get you the most views as you're building your audience.
- **Find out what people respond to.** Don't be afraid to post a variety of reels and image posts until you find out what works. You probably won't go viral immediately, but you can test out what Instagram's algorithm will do, and you can see what type of content gets the most engagement.
- **Use a link tree in your bio.** Those of you running small businesses on Instagram may have noticed that you can't post links in your content. Until you reach 10,000 followers, Instagram will only let you post links in your stories and in your bio. Using a link tree for your one link allows you to share several different links in one place rather than a single one to your business's main page.

Social Media Strategies for TikTok

TikTok has greatly disrupted the social media world and now officially has over 1 billion active users. If your business isn't on TikTok, it's not too late to start, but it's probably a good idea to test it out to see if your brand performs well.

From influencers to news sources to fast food restaurants, TikTok has shown itself to be a good platform for a wide variety of businesses. There seems to be enough room on TikTok for a variety of interests, and there is a plethora of very niche groups for even the smallest businesses.

You could be a major restaurant chain and find business on TikTok, or you can sell something very specific like homes for miniature gnomes, and you will find interested customers.

TikTok may not be for every business, but if you're able to connect with your intended audience, it can boost sales and interest in your brand.

If you're interested in trying this wild social media platform, here are some tips for growing your business:

- Keep up with trends. TikTok has its own culture and the new trends are constantly changing. Someone who posts a random video someday can become big TikTok news for days, with other accounts stitching their content or talking about it. The best way to use TikTok is to spend enough time on it to know what is trending. (What's hot today will probably not be in a week.)
- Use popular sounds and music. Find out what sounds and music are trending and use these in your videos as well. Try to think of new and unique ways to use trending sounds to set your brand apart from other influencers and brands.
- Make your own TikTok challenge. Start a TikTok trend by starting a challenge and using a fresh hashtag that other users can use. This will generate traffic to your profile and get people talking about your business.
- Collaborate. It's always a good idea to find other influencers to increase brand awareness, and your business will be golden if you're able to collaborate with other popular influencers on TikTok.

Social Media Strategies for Facebook

As popular as TikTok is, no social media platform has as many active users as Facebook (also known as Meta). That being said, Facebook users do not spend as much time on the app as they do on YouTube or TikTok. Fortunately, they do check in consistently. Almost 2 billion Facebook users check in each day on the platform.

Facebook is also a good platform for almost any style of business and can connect you with niche groups and a wide audience.

As with many social media platforms, Facebook would prefer that businesses pay to make money on their app.

At one time it was fairly easy for businesses to get organic business on Facebook, but since so many people were using their Facebook pages to promote their direct-sales businesses, small businesses, blogs, YouTube videos, and for-sale items, Facebook has significantly diminished their organic reach.

Here are some ways that you can use effective Facebook marketing for your business:

- Try using Facebook reels. Short video content is increasingly the most favored way to interact with content, and Instagram, Facebook, Pinterest, and YouTube are all creating their own versions of it. Reels haven't become as popular on Facebook as some of the other platforms, but that's likely to change in the future, especially as the platform pushes that content to its users.
- Avoid "selling all the time." In general, you should post both selling and non-selling posts on your social media accounts, but on Facebook, you have a much better chance of getting views on your content when you're not actively promoting your products or services (unless you're using paid ads). Even if people do see them, if you're always pumping your products, they will begin to ignore your account, further pushing your content into Facebook oblivion.
- Messenger can be a great tool in your marketing toolbox. Messenger can be a great way to connect with current and future customers. Your customers may also try to message you with feedback, questions, and comments and will likely expect you to respond. One Facebook poll also discovered that people will often message a business before making a purchase (up to 74%).
- Find your niche. Instead of trying to connect with 3 billion users on Facebook, try to figure out who your ideal audience is and market to them. The CEO of a company named TeamBuilding is quoted saying, "I've found time and again that keeping the audience small is the #1 way to boost relevancy and conversions."

Social Media Implementation

Now it's time for you to start implementing your own social media marketing strategy. Social media can be difficult to figure out, and posting content that has dismal views can be very discouraging.

Don't find your business too stuck in one lane to try something different:

- Do you have a brand that has been marketed in a very serious light? Maybe it's time to inject some humor into your social media marketing.
- Have you tried one social media platform for ages with low engagement? Maybe it isn't the best platform for your business. Start working with another one and see if things improve.

There are an overwhelming number of influencers on social media that are extremely talented at their craft. Find a few that you think might be interested in your business and see if they would be willing to promote your products. They may even have some ideas for how you can increase your social media presence.

As with anything that is worth something, effective social media marketing takes time, effort, and consistency. Although there are some stories of social media accounts going viral overnight, that's not typical.

Most successful businesses grow their social media accounts over time by producing quality content that resonates with their audience. You, too, can join the ranks of these successful businesses and take advantage of social media to grow your profits!

Finding Your People: How to Identify Your Target Audience on Social Media

Everyone wants to be seen and heard. When it comes to social media, it's all about connecting with the right people—those who are interested in what you have to say and are likely to become loyal customers. But how do you know who your target audience is? We have some tips for finding the perfect people for your posts.

Identify Your Interests & Values

The first step in identifying your target audience is getting clear on what your interests and values are. This will provide a foundation for understanding who's attracted to your message and what posts will resonate with them. Do some research into the topics that interest you and consider why those topics matter so much to you. Also think about what kind of content would be most interesting and valuable for your followers. Doing this work upfront will make it easier to craft content that resonates with the right people.

Find Out What They're Talking About

Once you have a better idea of who your target audience is, take some time to explore their social media conversations. Look at the topics they discuss, their level of engagement, as well as any trends or preferences they might have when it comes to sharing information online. This can help inform how you communicate with them, as well as which platforms they may prefer most (e.g., Facebook vs Instagram). It can also give you insight into which hashtags they use most frequently, so that you can incorporate those into your content strategy where appropriate.

Create Engaging Content

Now that you know more about who your target audience is, create content specifically designed for them! Think about their interests, values, preferences, and conversations when crafting posts—and don't forget to include visuals! Humans are visual creatures by nature; using compelling visuals helps draw attention to your post and encourages engagement from followers who resonate with your message. You should also keep track of which types of posts get the best response from followers; this data can help inform future content strategies going forward (e.g., which kinds of images perform best).

Identifying a target audience isn't always easy but it's definitely worth the effort! By taking the time to get clear on what matters most to both yourself and potential followers, as well as researching their conversations online, you can create content that speaks directly to them--which increases engagement and ultimately helps grow brand loyalty over time! So don't be afraid to put in the work up front; it'll pay off in spades down the road!

What Should I Post? A Short Checklist.

When deciding on the type of social media posts to generate for your small business, it's important to consider your target audience and what type of content they would be interested in seeing. Here are some steps you can take to decide on the type of social media posts to generate for your small business:

- **Identify your target audience:** Understand who your ideal customer is and what their interests and needs are. This will help you to create content that is relevant and appealing to them.
- **Research your competitors:** Look at what other businesses in your industry are posting on social media and what seems to be working well for them.
- **Analyze your own metrics:** Look at the engagement and reach of your previous posts to understand what type of content resonates with your audience.
- **Develop a content calendar:** Plan out your content in advance and mix up the type of posts, such as educational, motivational, behind the scenes, promotions or product highlight, etc.
- **Test and evaluate:** Experiment with different types of posts and track the engagement, reach, and conversion rates of each. Use this data to optimize your content strategy and make adjustments as needed.
- **Be authentic and consistent:** Creating a personal connection with your audience by being authentic and consistent with your posting schedule and tone will help you to build trust and loyalty among your followers.

By following these steps, you can create a content strategy that is tailored to your target audience and effectively promotes your small business on social media.

How to Create. Social Media Content Calendar Using Canva

Creating a social media content calendar using Canva is a simple and easy process. Here are the steps you can take to create your own social media content calendar using Canva:

- Sign up for a free Canva account: If you don't have an account already, sign up for a free account on Canva.com.
- Create a new document: Once you're logged in, click on the "Create a design" button and select "Social media post" or "Calendar" template.
- Plan your content: Before creating your calendar, plan out your content. Determine the type of content you want to post and when.
- Add your content to the calendar: Once you have your content planned out, add it to the calendar. You can use the text box feature to add your content directly to the calendar, or you can use Canva's design elements to create custom graphics for your posts.
- Schedule your posts: Canva allows you to schedule your posts directly from the platform.
- Review and adjust: Review your calendar regularly and make adjustments as necessary. You can always add, delete or change the content of your calendar as your business needs change.
- Share with your team: Share your calendar with your team members to make sure everyone is aware of what's coming up and can provide feedback before you post.

By following these steps, you can create an effective and visually appealing social media content calendar using Canva that will help you stay organized and on track with your social media marketing efforts.

How to Schedule Posts Directly from Canva

Canva allows you to schedule your posts directly from the platform to various social media platforms like Facebook, Instagram, and Twitter. Here's how you can schedule posts directly from Canva:

- **Create your post:** Design your post using Canva's design elements and text tools. Once you're happy with your design, select the "Share" button.
- **Connect your social media accounts:** In order to schedule your post, you will need to connect your social media accounts to Canva. You can do this by clicking on the "Connect" button under the social media platform you want to schedule your post on.
- **Schedule your post:** Once your social media accounts are connected, select the "Schedule" option. You can then choose the date and time you want your post to be published.
- **Review and publish:** Review your post and make any necessary adjustments before publishing. You can also choose to schedule multiple posts at once by using the batch scheduling feature.
- **Track your post:** Canva allows you to track the performance of your scheduled post, you can also edit or delete a scheduled post if needed.

By following these steps, you can schedule your social media posts directly from Canva and save time by not having to switch between different platforms. This will help you stay organized and on track with your social media marketing efforts.

Timing is Everything-When to Post on Social Media for Maximum Reach

You want to be able to connect with your audience, but it's hard to know when the best times are to post. If you post too early or too late, you're not likely to get the reach that you want. That's why knowing when the best times are to post on **Facebook**, **Instagram**, **Twitter** and **TikTok** can make all the difference in getting your message out there.

Facebook

The best time to post on Facebook is typically between 1 p.m. and 3 p.m., Monday through Friday. This gives you a good chance of connecting with people who are taking a break from work or school and might have some free time to check their feed. Try experimenting with different times during this window, since it could vary depending on your audience's preferences and location. You should also take into account any holidays or events that could affect when people will be online – like Black Friday or Valentine's Day – and adjust accordingly!

Instagram

For Instagram, the best time tends to be around 2 p.m.-3 p.m., Monday through Thursday. People tend to check their phones while they're waiting in line at the store or taking a lunch break, so this window allows them an opportunity to see your content before they move on with their day! Additionally, it might be worth posting later in the evening since many users stay up late scrolling through their feeds before bedtime.

Twitter

It's no secret that Twitter moves fast! To keep up with its ever-changing landscape and capture people's attention quickly, it's best to post around 12 p.m.-2 p.m., Monday through Thursday; as well as 5 p.m.-6 p.m., Monday through Friday (for those who are checking in after work). It's also important to consider peak hours for retweets - which tend to happen between 8 a.m.-7 p.m., Tuesday through Thursday - so that your content can reach more people organically!

TikTok

When it comes to TikTok, the best times tend to be between 6-10 a.m., Wednesday; 6-10 a.m., Saturday; and 4-8 p.m., Sunday — although these may change depending on what type of content you're creating (e.g music videos versus tutorials). The key here is experimentation — try different days/times until you find what works for you!

Knowing when the best time is to post can make all the difference in getting your message out there — whether it's on Facebook, Instagram, Twitter or Tiktok! Experimentation is key — try different times/days until you find what works for you and watch as your posts start getting noticed by more people than ever before :) Happy posting!

Social Media Post Ideas

- A poll for your followers
- Photos of your employees
- A video promo for one of your products or services
- Content that your customers have created (related to your business)
- Case studies from customers
- A link to your newest blog post
- A behind-the-scenes video of your business
- Company accomplishments and milestones
- A link to an older blog post
- An infographic
- Valuable information from other influencers
- A tutorial video on a common problem
- A tip or trick that will solve a simple challenge
- Inspirational quotes
- Inspirational images
- Information about upcoming events
- Giveaways
- Customer reviews
- Testimonials
- Historical info related to your business (throwback photos, etc.)

Quarterly Holiday Schedule

Q1

- **January - Financial Wellness Month**
- January 1 - New Year
- January 4 - Rosa Parks Day
- January 16 - MLK Day
- **February - Black History Month**
- February 2 - Ground Hog Day
- February 14 - Valentine's Day
- February 20 - President's Day
- February 21 - Mardi Gras
- **March - Women's History Month**
- March 3 - Employee Appreciation Day
- March 8 - International Women's Day
- March 17 - St. Patrick's Day
- March 20 - First Day of Spring

Q2

- **April - Stress Awareness Month**
- April 1 - April Fools Day
- April 2 - Autism Awareness
- April 7 - Good Friday
- April 9 - Easter Sunday
- April 18 - Tax Day
- April 26 - Administrative Professional Day
- **May - Asian Heritage Month and Mental Health Awareness Month**
- May 12 - International Nurses Day
- May 14 - Mother's Day
- May 29 - Memorial Day
- **June - Pride Month**
- June 18 - Father's Day
- June 19 - Juneteenth

Q3

- **July - Social Wellness Month**
- July 4 - Independence Day
- July 23 - Parents' Day
- **August - Black Business Month & Back to School Month**
- August 12 - International Youth Day
- **September - Hispanic Heritage Month**
- September 4 - Labor Day
- September 10 - National Grandparents' Day
- September 29 - World Heart Day

Q4

- **October - Global Diversity Awareness Month & Breast Cancer Awareness Month**
- October 16 - Boss' Day
- October 31 - Halloween
- November 10 - Veterans Day
- **November - Native American Heritage Month**
- November 23 - Thanksgiving Day
- November 24 - Black Friday
- November 27 - Cyber Monday
- **December - Universal Human Rights Month**
- December 24 - Christmas Eve
- December 25 - Christmas Day
- December 26 - January 1 - Kwanzaa

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AUG

SEP

OCT

NOV

DEC

Social Media Password Keeper

It's important to keep track of your social media content information for organizational and communication purposes.

Social Media Site**Username****Password****Notes****Social Media Site****Username****Password****Notes****Social Media Site****Username****Password****Notes****Social Media Site****Username****Password****Notes****Social Media Site****Username****Password****Notes****Social Media Site****Username****Password****Notes**

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JAN

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SOCIAL MEDIA TARGET AUDIENCE

Month:

WHO

GENDER:

AGE:

DEMOGRAPHIC:

INTERESTS:

HOBBY:

BUSINESS TYPE:

PREFERRED DESIGN APP:

INCOME:

PARENT:

OTHER:

OTHER:

OTHER:

OTHER:

OTHER:

OTHER:

WHAT

PAIN POINT TO SOLVE:

SOLUTION FOR SOLVING:

WHERE

PLATFORM:

FORMAT (VIDEO/ GRAPHICS:)

REEL/ STORY/ POST:

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Identifying and Solving Pain Points - A Guide to Giving Customers the Best User Experience

Pain points, we all have them. That's especially true when it comes to customer experience. Whether you are a business owner, developer or customer service representative, your job is to make sure that customers have a great experience with your product or service. But how do you do that? The answer lies in identifying and solving pain points. Let's take a closer look at what this means and how it can help you create the best user experience possible.

Identifying the Problem

The first step in solving any problem is identifying what the problem is. This is especially true when it comes to customer experience. You need to be able to identify what specific issues your customers are experiencing in order to develop an effective solution. The best way to do this is through customer research, testing, and feedback. Ask questions about the product or service and listen closely for any common problems or frustrations that come up in conversations with customers. Look for patterns and use those insights to determine what needs improvement in order for customers to have a better experience with your product or service.

Developing Solutions

Once you have identified the pain point, it's time to develop a solution that addresses the issue head on. This could include making changes to a product or service, developing new features, or providing additional support or resources that can help improve the overall user experience. When developing solutions, always keep your customers' needs top of mind – make sure whatever changes you make will directly address their pain points and improve their user experience significantly enough that they will want to continue doing business with you.

Identifying and solving pain points can be challenging but it is an essential part of creating an amazing user experience for your customers. By taking the time to listen carefully to customer feedback and actively seek out solutions, you can ensure that every aspect of their experience from start to finish is as smooth as possible – increasing satisfaction rates and boosting sales in the process! If you take these steps seriously, then there's no doubt that your business will stand out from the competition!

IDENTIFYING AND SOLVING PAIN POINTS - A GUIDE TO GIVING CUSTOMERS THE BEST USER EXPERIENCE

PRODUCTIVITY PAIN POINTS AND SOLUTIONS

We all struggle with productivity from time to time - and who better to turn to for advice than someone who's been there? Drawing on my own experience, I aim to inspire people everywhere in finding creative ways of spurring their motivation.

WHAT ARE YOUR TOP PRODUCTIVITY PAIN POINTS?

HOW DO YOU MANAGE YOUR TIME TO ENSURE THAT YOU'RE PRODUCTIVE?

WHAT STRATEGIES DO YOU USE TO AVOID DISTRACTIONS AND STAY ON TASK?

DO YOU FIND IT DIFFICULT TO FOCUS ON A SINGLE TASK FOR AN EXTENDED PERIOD OF TIME?

WHAT ARE SOME TIPS THAT HAVE HELPED YOU INCREASE YOUR PRODUCTIVITY?

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APR

MAY

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SOCIAL MEDIA POSTING SCHEDULE

Month: Platform:

NOTES:

WEEK 1 (TOPIC AND TIME)

MON:

TUES:

WED:

THURS:

FRI:

W.

WEEK 3 (TOPIC AND TIME)

MON:

TUES:

WED:

THURS:

FRI:

W.

WEEK 2 (TOPIC AND TIME)

MON:

TUES:

WED:

THURS:

FRI:

W.

WEEK 4 (TOPIC AND TIME)

MON:

TUES:

WED:

THURS:

FRI:

W.

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POST PLANNER AND ENGAGEMENT ANALYTICS

Publish Date:

Platform:

Topic:

Description:

Hashtags:

Mentions:

Reference Links:

	Like	Love	Care	Laughter	Wow	Sad	Angry
Reactions							

of Shares

Summarize Comments

Notes

SOCIAL MEDIA STATISTICS

Platform:

MONTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Notes

SOCIAL MEDIA DAILY TRACKER

Platform:

Date:

	M	T	W	T	F	S	S
Reply comments	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Monitor and respond to untagged brand mentions	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Share new posts	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Share customers testimonials	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Upload story/reel to promote	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

	M	T	W	T	F	S	S
Finish any outstanding tasks	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Find and engage with potential customers	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Create unique images	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Load your social media content calendar	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Check your competition	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Create engagement content	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Update your calendar	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Run your social media	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Run a social media audit	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

Notes

SOCIAL MEDIA DAILY TRACKER

Platform:

Date:

	M	T	W	T	F	S	S
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Upload story/reel to promote	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	M	T	W	T	F	S	S
Finish any outstanding tasks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Load your social media content calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Create engagement content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Update your calendar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Run your social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Run a social media audit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Notes

Social Media Post Ideas

Educational - Share a tip, trick, technique, etc. Don't overlook the information that comes easy to you. What you know may not be common knowledge.

Awareness - Talk about your brand and/ or your brand value.

Consideration - Share reviews and testimonials.

Purchase - Offer a promotion.

Service - Share information about your customer service practices.

Loyalty Expansion - Offer a free product/ service in exchange for email addresses and/ or to thank your current customers.

Other/ Notes

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Other/ Notes

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PLANNER CALENDARS

- ☐ january
- ☐ febraury
- ☐ march
- ☐ april
- ☐ may
- ☐ june
- ☐ july
- ☐ august
- ☐ september
- ☐ october
- ☐ november
- ☐ december

2023

JANUARY

SUN

MON

TUE

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FRI

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1	2	3	4	5	6	7
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Social Media Content Ideas

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- **Self-Care Sunday** - Share a motivation quote, graphic, video, swipe files, etc.

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FEBRUARY

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APRIL

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JUNE

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JULY

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2023

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

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2023

OCTOBER

SUN

MON

TUE

WED

THU

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SAT

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2023

NOVEMBER

SUN

MON

TUE

WED

THU

FRI

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DECEMBER

SUN

MON

TUE

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

Social Media Content Ideas

- **Motivation Mondays** - Share a motivational tip, blog, image, quote, video, etc.
- **Tip Tuesday** - Share a niche relevant, business, or design tip image/ video.
- **What I've Learned Wednesdays** - Share your "failures" and what you learned. Failures aren't bad.
- **Thankful Thursdays** - Share what you're thankful for. Mix it up by sharing business and personal stories.
- **Funday Fridays** - Share a fun creative idea.
- **Sample Saturdays** - Share a Freebie to build your email list.
- **Self-Care Sunday** - Share a motivation quote, graphic, video, swipe files, etc.

Types of Social Media Content

- **Educational** - Share a tip, trick, technique, etc. Don't overlook the information that comes easy to you. What you know may not be common knowledge.
- **Awareness** - Talk about your brand and/ or your brand value.
- **Consideration** - Share reviews and testimonials.
- **Purchase** - Offer a promotion.
- **Service** - Share information about your customer service practices.
- **Loyalty Expansion** - Offer a free product/ service in exchange for email addresses and/ or to thank your current customers.

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Resources

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- <https://blog.hootsuite.com/social-media-trends/>
- <https://sproutsocial.com/insights/social-media-trends/>
- <https://www.stanventures.com/blog/social-media-trends-this-year/>
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- <https://brand24.com/blog/nike-social-media-strategy/>
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- <https://nealschaffer.com/social-media-marketing-statistics/>
- <https://www.qsrmagazine.com/fast-casual/how-chipotles-candice-beck-builds-social-media-relevancy>
- <https://www.socialchamp.io/blog/twitter-marketing/>
- <https://thesocialshepherd.com/blog/twitter-statistics>

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