



Content Planning and Insights

Save your sanity. Plan ahead.

#LikeablePlanning

**Build content calendars
two weeks to one month in advance.**

Make an outline with a variety of topics related to your business.

Pay attention to upcoming holidays, seasons and events.



#LikeablePlanning


Make Google Drive your best friend.

April Content ☆ ■

File Edit View Insert Format Data Tools Help All changes saved in Drive

Comments Share

fx | =SUM(LEN(E2:E100))

	A	B	C	D	E	F	G	H
1			Tweet 1	Char.	Tweet 2	Char.	Facebook	Image
2					#FunFact: Google Drive can house all of your shared content!			
3	Mon	4/1/2013	RT if you love creating content!	32		60	Fill in the blank Salt Lake fans!	
4	Tues	4/2/2013		0		0		
4	Wed	4/3/2013		0		0		

Create engaging content.

#LikeablePlanning

**Ask clear, direct questions on topics
your fans are passionate about.**



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**Don't resort to "like this if" formats.
Mix up CTAs to keep fans interested.**



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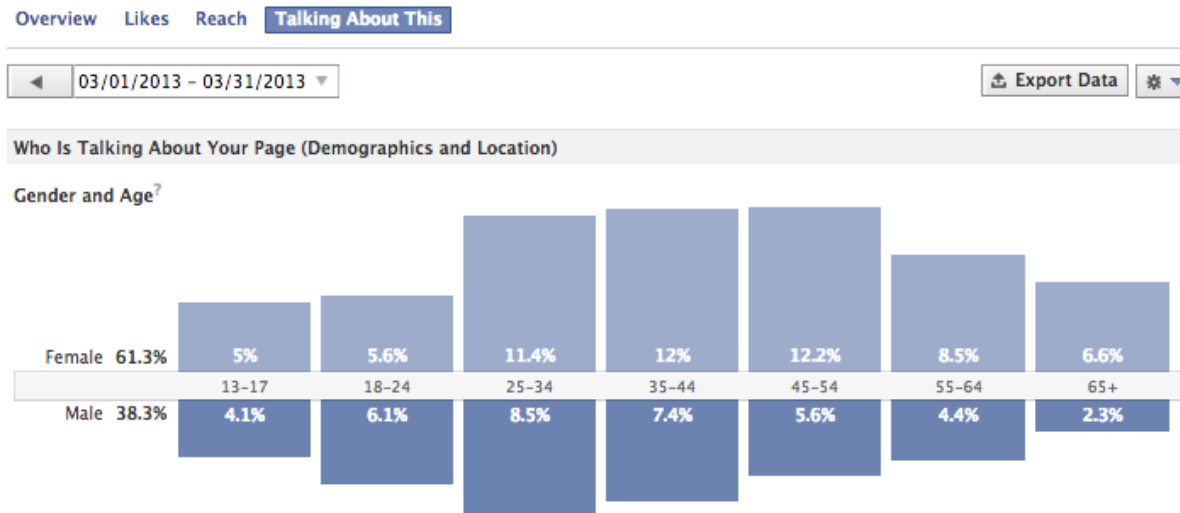
Use visually stimulating photos that jump off the page.



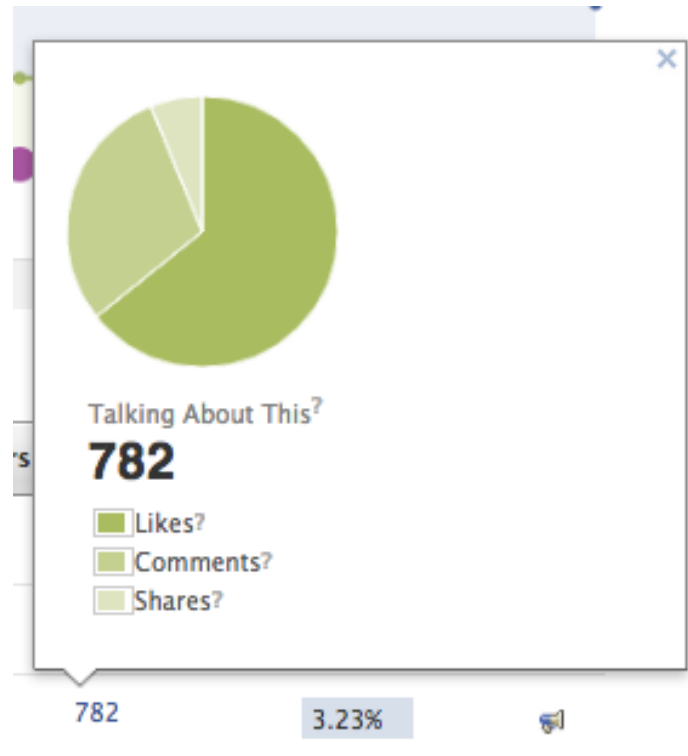
Photo: Sean Buckley

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Analyze your results.



Decide what types of fan sentiment and engagement are important to your business.



**Look at what posts performed well
and build your social strategy
around what your fans are most interested in.**



THANK YOU.

QUESTIONS?

Shannon Maguire

Community Manager

@Smag89

shannon@likeable.com

Barry Hott

Account Manager

@binghott

barry@likeable.com

Likeable Media
www.likeable.com
@LikeableMedia
(212) 660-2458