

I'M ON SOCIAL MEDIA, NOW WHAT DO I SAY?



**A COMPREHENSIVE CONTENT AND ENGAGEMENT
STRATEGY FOR ENTREPRENEURS**



KEMYA L. SCOTT

Welcome and Thank You!

Thanks for purchasing I'm On Social Media, Now What Do I Say?

Have you read it yet? If so, I would be most appreciative if you could take 3 minutes and [leave an Amazon review here](#).



How to Use This Workbook

This workbook is designed to keep you on track as you develop awesome content that your prospects, customers and fans will love. One of the greatest challenges in using social media for business is not writing, but brainstorming topics, targeting to the right audience and optimizing posts with the right keywords.

Use this planner to stay organized, track your posts and activity, and make sure your content is shared in a consistent manner.

This following pages will break down each part of the planner so that you can maximize your productivity.

How to Use This Workbook

Login information

Site _____	Site _____
Email _____	Email _____
Password _____	Password _____
Full URL _____	Full URL _____
Site _____	Site _____
Email _____	Email _____
Password _____	Password _____
Full URL _____	Full URL _____
Site _____	Site _____
Email _____	Email _____
Password _____	Password _____
Full URL _____	Full URL _____
Site _____	Site _____
Email _____	Email _____
Password _____	Password _____
Full URL _____	Full URL _____
Site _____	Site _____
Email _____	Email _____
Password _____	Password _____
Full URL _____	Full URL _____

Use the login info page to keep track of important social media usernames and passwords.

Stats At A Glance

Insert quote here: You cannot improve what you do not track and measure...

Month	Twitter	FB Personal	FB Fanpage	LinkedIn	Pinterest	IG
Starting Point						
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						

Complete the Stats At A Glance every month to track your progress.

How to Use This Workbook

Social Media Goals

Short Term

Goal #1 _____
Deadline: _____
Action Plan: _____

Goal Met: Yes No

Short Term

Goal #1 _____
Deadline: _____
Action Plan: _____

Goal Met: Yes No

Long Term

Goal #1 _____

Deadline: _____
Action Plan: _____

Goal Met: Yes No

Determine your short term and long term social media goals. Are you trying to increase website traffic? Get more client leads?

Advertising Campaigns

Campaign

Site _____
Budget _____
Date _____
Duration _____
Goal _____

Goal Met: Yes No

What worked? _____

What needs improvement? _____

Surprise Results _____

Campaign

Site _____
Budget _____
Date _____
Duration _____
Goal _____

Goal Met: Yes No

What worked? _____

What needs improvement? _____

Surprise Results _____

Don't be afraid to dabble in ad campaigns. Would you like to boost a Facebook post to get more visibility? Maybe you want to do an Instagram ad to sell more event tickets? Jot down a few ideas and document your campaigns.

How to Use This Workbook

date _____

Daily Social Media Checklist

BLOGGING

- Comment on 2 blogs; subscribe to follow up comments (list the name of blogs here)
-
-

FACEBOOK

- Update personal status 3 times daily
 - Comment on 3 status updates
 - Update fan page status 3 times
 - Respond to comments on your page or wall
 - Comment in 1 group (list group here)
-

TWITTER

- Tweet 5 original tweets
- Comment and RT 4 tweets
- Tweet 3 replies

LINKEDIN

- Send 2 requests to connect
 - Accept appropriate requests to connect
 - Post 1 status update
 - Engage in 1 groups (list group here)
-
-

PINTEREST

- Pin at least 1 original pin
- Repin 2 pins
- Comment on 1 pin

INSTAGRAM

- Post at least 1 original image
- Repost 2 images
- Comment on 1 image

This is the meat of the workbook. Complete these social media activities daily and watch your social brand soar!

Don't forget to jot the date on each page. Again, track and measure to see progress 😊

How to Use This Workbook

Weekly Assessment

Measurable: You MUST be able to track your progress, and measure the level of success. Your goal needs to answer questions such as:

- ✓ How much? How many?
- ✓ How will I know when it is accomplished?

My top 3 goals accomplished this week

- 1.
- 2.
- 3.

What worked this week?

What didn't work?

My top 3 goals to accomplish during this next week

- 1.
- 2.
- 3.

4-Week Assessment

My top 3 goals accomplished this month

- 1.
- 2.
- 3.

What worked this month?

What didn't work?

My surprise wins/results

My top 3 goals to accomplish during this next month

Quarterly Assessment

My top 3 goals accomplished this quarter

- 1.
- 2.
- 3.

What worked this quarter?

What didn't work?

My surprise wins/results

My top 3 goals to accomplish during this next quarter

- 1.
- 2.
- 3.

Assess your progress with weekly, 4-week, and quarterly assessments. Figure out what's working, what's not and pat yourself on the back a few times!

A Daily System

At the start of every week, track the number of friends, fans and followers you have for each of your social media profiles.

At the end of every week, track the number of friends, fans and followers you have for each of your social media profiles. Look at your growth and SMILE!

Print This Workbook!

Why do I recommend you print this workbook? If you see your checklist in front of you, it is harder to ignore. I recommend you use a 3-ring binder and log your progress daily.

You cannot improve upon that which is not tracked and measured.

This is a system that you can use every day. Once you complete the action for the day, simply check it off. As you progress with your planner, and invest more time and effort, you will love reviewing your checklists at the end of every week. All those checkmarks will give you the proof and confidence you need to keep pressing forward!

Social Media Planner



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Stats At A Glance

You cannot accurately assess or improve what you do not track and measure. Take 10 minutes at the beginning of each month to log your starting number of fans/followers on each platform here.

Platform → Month ↓	Twitter	FB Personal	FB Fanpage	LinkedIn	Pinterest	IG
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1						
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Goal Met: Yes No

Advertising Campaigns

Campaign

Site _____

Budget _____

Date _____

Duration _____

Goal _____

Campaign

Site _____

Budget _____

Date _____

Duration _____

Goal _____

Goal Met:

Yes	No
-----	----

Goal Met:

Yes	No
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What worked? _____

What worked? _____

What needs improvement?

What needs improvement?

Surprise Results

Surprise Results

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Budget _____

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Duration _____

Goal _____

Goal Met:

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No

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What needs improvement?

Surprise Results

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Goal _____

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Goal _____

Goal Met:

Yes

No

Goal Met:

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Surprise Results

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4-Week Assessment



4-Week Assessment

My top 3 goals accomplished this month

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My surprise wins/results

My top 3 goals to accomplish during this next month

- 1.
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Short Term

Goal #1 _____

Deadline: _____

Action Plan: _____

Goal Met: Yes No

Short Term

Goal #1 _____

Deadline: _____

Action Plan: _____

Goal Met: Yes No

Long Term

Goal #1 _____

Deadline: _____

Action Plan: _____

Goal Met: Yes No

Advertising Campaigns

Campaign

Site _____

Budget _____

Date _____

Duration _____

Goal _____

Campaign

Site _____

Budget _____

Date _____

Duration _____

Goal _____

Goal Met: Yes No

Goal Met: Yes No

What worked? _____

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What needs improvement?

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Budget _____

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Goal Met:

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Goal Met:

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Action Plan: _____

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Deadline: _____

Action Plan: _____

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Date _____

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Budget _____

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Goal Met:

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Date _____

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Goal _____

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4-Week Assessment



4-Week Assessment

My top 3 goals accomplished this month

- 1.
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- 3.

What worked this month?

What didn't work?

My surprise wins/results

My top 3 goals to accomplish during this next month

- 1.
- 2.
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Social Media Goals

Short Term

Goal #1 _____

Deadline: _____

Action Plan: _____

Goal Met: Yes No

Short Term

Goal #1 _____

Deadline: _____

Action Plan: _____

Goal Met: Yes No

Long Term

Goal #1 _____

Deadline: _____

Action Plan: _____

Goal Met: Yes No

Advertising Campaigns

Campaign

Site _____

Budget _____

Date _____

Duration _____

Goal _____

Campaign

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Goal _____

Goal Met: Yes No

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Campaign

Site _____

Budget _____

Date _____

Duration _____

Goal _____

Campaign

Site _____

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Date _____

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Goal _____

Goal Met:

Yes	No
-----	----

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What worked? _____

What worked? _____

What needs improvement?

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Surprise Results

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4-Week Assessment



4-Week Assessment

My top 3 goals accomplished this month

- 1.
- 2.
- 3.

What worked this month?

What didn't work?

My surprise wins/results

My top 3 goals to accomplish during this next month

- 1.
- 2.
- 3.

Quarterly Assessment



Quarterly Assessment

My top 3 goals accomplished this quarter

- 1.
- 2.
- 3.

What worked this quarter?

What didn't work?

My surprise wins/results

My top 3 goals to accomplish during this next quarter

- 1.
- 2.
- 3.

What's Next?



What's Next?

Social media can be a powerful business builder, if you use it efficiently and consistently. You should rinse and repeat these exercises until they become second nature to you.

And I hope you avoid the mistake most people make...

The number one mistake people make when they buy products and programs is... never studying them and applying the information. I know it sounds crazy. How could someone that just made a financial investment not take the time to use it?

Here's what happens. People are excited. They order the book and then they hope that somehow just by buying it, their business will dramatically change.

Or they get overwhelmed. They read this book, or read a blog post, or hear me on an interview and they know I can help them achieve their goals. But they don't know which program is the right next step for them, and they don't know where to start. And of course they want the biggest results in the shortest time possible!

I don't want either of these things keeping you from getting the results you want. Let me help with that right now!

What's Next?

It is my hope that you have used this workbook to track your social media activity, and consistently provide useful content for your desired audience.

Now that you have gone through an entire quarter of tracking and measuring your progress, your next step is easy.

You can rinse and repeat, and continue using this workbook to track and measure your progress.

More Next Steps: Learn how to manage your social media like a pro! Learn the best tools for social media management, how to measure engagement and track effectiveness.

Do you need a social media plan, a private tutor, or a Social Media Manager to take over for you so you can get back to work?

If you desire more training or expertise on building a profitable digital brand using social media, hit me up at marketingsparkler.com!

What's Next?

Feedback Is Welcome and Appreciated

I would love your feedback on this e-book. Love it, hate it, can't believe you've been flopping around like fish out of water for so long, or whatever you think, please tell me. I sincerely want to know.

If you have found this information useful, I would love for you to share the love!

Here are five ways to do so:


1. Share it across social media sites, and lead your friends, followers and fans to my website. Be sure to tag me so I can see the post and say thank you!
2. Blog about it, then send me the link to your post so I can thank you, share it, and feature it on my site.
3. Include it in your e-zine. And please, send me a copy via email so I can see it and say thank you!
4. Write a testimonial and email it to me. I'll plug us both on the sales page and across social media!
5. Publish an [Amazon](#) review for it.

Would you like to be featured in a testimonial on my website? Here's how!

If you want to be a featured testimonial, I'd love for you to [email me](#) the following information:

- A 25- to 75-word testimonial or review of this e-book
- Your name, company name, and website URL
- Your recent low-resolution headshot

Content Ideas & Inspiration

A photograph of a desk setup. On the left is a white desk lamp. In the center is a laptop with a white screen displaying text. To the right of the laptop is a small potted cactus and a white mouse. Further right is a white notebook. The background is a plain, light-colored wall.

What are some of your favorite sources for ideas, inspiration, and great content to share with your followers?

Keep an running list and you'll never be at a loss for finding great content!

