

# How To Be a Social Media Manager

Get up to speed on the best practise for managing a social media account for a business.

1

## GOAL SETTING

What are your top business goals with social media marketing? Select 1 - 3.

Examples: Awareness, traffic, build community, show expertise, new sales, returning sales.



2

## CONTENT CREATION

Inspiration for content creation

Notes for creating copy, images or videos

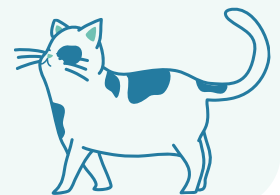
3

## CONTENT PLANNING

How I will approach content planning...

How I will approach content approvals...

Social media scheduling tools to consider...



4

## COMMUNITY MANAGEMENT

What systems or tools do we need to set up?

How will we set up notifications for managing comments?

What are 3 "red flag" issues we need to prepare for?



# Facebook Ads Planning Guide

We will build one ad to day end-to-end. Let's plan it!

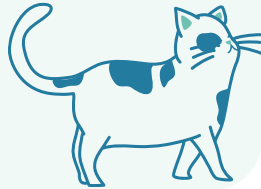
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## REPORTING

What are the 1-3 most important metrics to measure for your business?

Examples: Reach, engagement, clicks

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## CAMPAIGNS

7

Which campaigns make sense for my business?

Examples: Advertising, working with influencers, running competitions, growth campaigns

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## BALANCE

List 3 things systems you can set up so you're supported long term in terms of healthy boundaries and balance.

## NOTES

