PLANN

HOW TO PLAN A MONTH OF CONTENT IN JUST ONE DAY

For both Instagram and Facebook

READY TO SAVE SOME SERIOUS TIME ON SOCIAL MEDIA?

Even though many of us technically have more time on our hands at the moment, that doesn't mean we want to spend every waking minute of it social media! In fact, we know when you're just posting on the fly, it can be hard to muster the energy to post anything at all — especially with everything that's going on in the world at the moment.

The solution? Plann ;) your content ahead of time! By creating and scheduling your posts all in one go rather than in dribs and drabs, it allows you to get in the zone and smash out a lot of content in a short amount of time. Not to mention, your posts will be more consistent, intentional and follow a coherent pattern.

In the next few pages, you're going to learn the strategies that top social media managers and influencers use to plan and schedule an entire month's worth's of social media content in just one hour.

Oh, and we're not just talking about Instagram either! Because, we don't believe in putting all of our social media eggs in one basket. The strategies you're about to learn will allow you to make use of Plann's brand spankin' new Facebook scheduling feature and get ALL of your social media content sorted for the month.

Ready? Let's dive in!

HERE'S WHAT WE'LL COVER

Define your strategies

Create your graphics in bulk

Upload your content from 'collections'

Write quicker captions

Have your hashtag sets ready

Re-use and repurpose

Schedule ahead

DEFINE YOUR STRATEGIES

In order to save yourself time when you sit down to plan your content, it's important to come armed with a gameplan — for both platforms.

Think of Instagram and Facebook more like siblings and twins. Instagram is the cool, younger sibling who uses phrases like 'yaaaaas' and is all about the aesthetic, while Facebook is the older, slightly more serious sibling. While they do have things in common (they both love hilarious memes and video content), they are quite different so require slightly different approaches.

Instagram is first and foremost a visual platform, so you're going to want to make sure your grid looks coherent and consistent. So, when you're planning a strategy, it's important to not only think about the mix of content, but also how it's going to all look together. The 'best performing palettes' tool in Plann's 'results' tool can help give you an idea of what kind of visual aesthetic your audience is vibing, so you can recreate that.

For Facebook, the aesthetic doesn't matter quite as much — as people are less likely to be looking at your feed as a whole and more likely to be engaging with that individual post on their timeline.

However, for both platforms, you'll want to ensure you're using a solid mix of content to keep things fresh, interesting and engaging. Try using the 'strategy' tool in Plann to map out which categories you're going to use across your both Instagram and Facebook — such as behind the scenes content, education and tips. Then, you can export it straight to your respective feeds and plan your content accordingly!

CREATE YOUR GRAPHICS IN BULK

Visual graphics are amazing for both Instagram and Facebook, to help you share quotes, testimonials and tips that stand out. But, previously, they could add stacks of time on to your content creation process, as you had to create them in an external tool, then upload them, then schedule them — and god help you if you realised you'd make a mistake and had to start all over again. But, not anymore! Now, thanks to our new Canva integration, you can quickly create them in batch from right within the Plann app. Talk about a gamechanger!

We recommend first setting up a couple of templates in Canva with your brand colors and fonts, in both the dimension sizes for Instagram and Facebook posts. Having these templates already set up from the get go will save you SO much time with your content creation. Then, these will be pulled into your Plann account for you to customize. Just go to the 'create' tool, select Canva and find your template. Then, add your own text, hit publish and voila, it's ready to add to your grid or feed!

UPLOAD YOUR CONTENT FROM COLLECTIONS

Your graphics aren't the only visual assets you can pre-prepare, to speed up your content creation. We highly recommend adding your photos to collections, so they're easy to pick and choose from when you're actually planning out your month's worth of content.

Head to 'media' on the Plann app, and click 'add collection'. From here, you can add photos straight from your Google Drive or Dropbox, if you have your own imagery (for example, if you've done a photoshoot) You can also pull in beautiful, free stock imagery from sites like Pexels, Unsplash and Pixabay, or repost pics from other accounts with permission. You can even add Canva graphics! You can even give your collections themes that align with some of your strategy themes, like 'behind-the-scenes' or 'education.' That way, you can quickly mix and match from these when you're mapping out your content.

WRITE QUICKER CAPTIONS

We know that coming up with the perfect caption can be one of the most time-consuming parts of planning your feed. After all, you want to be witty, yet casual! Professional, yet approachable! Smart, yet sassy! Need we go on? But here's the good news — you don't need to overthink your captions. As the awesome entrepreneur, Marie Foreo says — just write like you talk!

We're willing to bet you can talk about your awesome business or brand until you're blue in the face. So, do it! When an idea for a post or caption pops into your head, open up a voice note on your phone and just talk about it! You can do it when you're making your breakfast, getting ready for your day, driving etc (only if you can safely do it handsfree, of course!) Or, if you're more of a written notes kinda person, open up a Google Doc or notes and just braindump any idea as it comes up.

If you've recorded audio files, you can use an app like Otter.Ai or Rev (their automated version only costs a few cents per second) to get them transcribed. Then, with an app like Grammarly installed, you can give your captions a quick tidy up for grammar and punctuation.

Once you've got some rough captions, go through and make sure they have these two things: a strong hook (an opening line that's going to make people want to keep reading) and a killer CTA (a call-to-action or next step, whether it's tagging a friend who needs to read it, answering a question or checking out the link in bio) Whether your caption is long or short, funny or personal, you won't be able to go wrong if you have these two things.

HAVE YOUR HASHTAG SETS

If you're coming up with new hashtags every time you post, you're likely adding hours onto your content creation process each month. Hours that could much be better spent baking cookies or learning a new skill!

By creating hashtag sets in Plann, you can easily add these to your posts with just the click of a button. Reusing the same hashtags over and over again is said to be a bit of a 'no no' for the Instagram algorithm. So, the trick is to create smaller hashtag sets of 5-10 that you can easily pick and choose from to meet your maximum amount of up to 30. You can find these hashtags by using a tool like 'Flick Hashtags' or 'For Display Purposes', by checking out which ones others in your industry are using, or even just by looking at your best-performing hashtags in your analytics!

When it comes to Facebook, hashtags are far less of a thing. While people can find your hashtag if they're specifically searching for it with the # symbol, which not many people do. While you can add a couple of hashtags to your captions, we recommend not going overboard as they can look a bit jarring on Facebook!

REUSE AND REPURPOSE

There's no reason you have to completely reinvent the wheel every time you post on Instagram and Facebook. You can absolutely use some of the same content across both to save you time. However, keep in mind that the type of content that performs well across these platform varies. For example, while visual graphics with a snappy, one-sentence caption might absolutely kill it on Instagram, it will likely attract crickets on Facebook (which favors more long-form content)

So, if you were going to re-use the same content, you might want to add a longer caption with more actionable tips. For photos, videos and graphics, you might want also want to make sure you're resizing them with the right dimensions for Instagram or Facebook feed posts (as Facebook posts tend to be more horizontal than square). Also make sure you delete your excess hashtags if you're cross-promoting your Instagram post on Facebook too!

SCHEDULE AHEAD

Once you've got all your content ready, it's time to schedule your posts. Woohoo!! One thing to keep in mind is that many people use Instagram and Facebook at different times — and some only use one or the other. So, your optimal time to post is going to likely vary across platforms Luckily, Plann's AI-powered analytics take the guesswork out, by telling you the best time to post for each!

You can choose from either the 'your best times to post' (the timeslots where your posts have performed best in the past) or 'when your audience is most online'. Click on either of those, hit schedule on your posts and voila, you'll have a month's worth of content ready to go. What a relief, right!?

LET'S GET PLANNING!

EXCITED, OVERWHELMED AND INSPIRED?

Now that you know how to speedily smash out your posts, let's schedule them!

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm outside in the snow.

Get results instantly, sign up for your 7 day free trial today.