

PLANN

How To

**GET AHEAD WITH YOUR
SOCIAL CONTENT**



Introduction

HOW TO TURN SLOW PERIODS INTO A SOCIAL MEDIA WIN

Whether it's due to a loss of work during COVID or being between jobs, we all go through downturns from time to time. Or, perhaps you feel like you have nothing to talk about on social media that can really do justice the magnitude of what's going on in the world. Whatever the reason, lulls and ruts happen to the best of us.

The good news is, there's a silver lining! These quieter periods are actually an awesome opportunity to build up a solid content bank and plan for the future. This allows you to get weeks or even months ahead with your content, so that when things get busy again you're not left fretting about what to post. Talk about looking out for future you!

Not only that, but it allows you to be far more intentional about what you're posting, and to plan themed and seasonal content based around what's happening that week or month.

Now, there's two ways you can approach this. You might choose to keep showing up and being visible online during this period, while also using the extra time to get ahead. Or, you might choose the opportunity to take a break and go radio silent on social media — that's totally A-OK too!

Whatever boat you're in, keep reading to learn our top strategies for getting ahead with your social media content in quieter periods.

"The best marketing doesn't feel like marketing"

- Tom Fishburne



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**HAVE YOU TRIED ALL
OF THESE STRATEGIES?**

STOP, ANALYSE + *listen*

Quiet times are the perfect opportunity to take a look at what's already working for you on social media. Because, let's be honest — most of us aren't crunching the data every time we post. Now, we know that all of those numbers can be a little intimidating and it can be hard to know where to even start.

The good news is, we've made it super simple to analyse your stats with the 'results' dashboard in Plann. Some things we recommend having a stickybeak at are:

- Your best-performing color palette: Are your followers responding more to your bright and colorful posts, or are they all about the dark and moody vibes?
- ↗ Your posts sort: This shows your most liked, engaged and commented on posts, as well as those with the widest reach.
- # Best performing hashtags: Feel like you're just throwing hashtags into the wind? This handy feature takes out the guesswork and tells you which hashtags are pulling their weight.

While you can delve a lot deeper, these three analytics are a really good start when it comes to rejigging your strategy.

SEEK OUT *Inspiration*

How often do you give yourself the time and permission to get inspired? Most of us get so caught up in the day-to-day grind that we rarely stop to smell the roses.

But, your downtime is the perfect opportunity to slow down and get those creative juices flowing again!

Okay, so an around-the-world-trip to soak up other cultures is probably out of the question right now.

But, if you're allowed, even just taking some quiet time — no phone or distractions — at your local park or beach can help get you feeling inspired again. You might even use it as an opportunity to people watch and eavesdrop on the conversations going on around you, as these can prompt ideas for posts and captions.

Other great ways to find inspiration is by consuming great content. Now, generally this won't mean binge-watching five seasons of *The Bachelor*, unless you happen to work in reality TV!

But, seek out high-quality content that's going to feed your brain — whether that's a doco, book, TED Talk, YouTube channel or podcast in your industry.

Social media is another great source of inspiration. What are other people in your industry currently doing online? Give yourself some time to peruse their accounts and search for content under relevant hashtags

This is a good chance to give your 'save' button on Instagram a good workout, bookmarking posts that spark inspiration for when you sit down to Plann.

Now, this isn't about ripping off other people's posts or captions, because that's never a good idea! But, you don't always have to come up with topics for your social media channels from scratch. Paying attention to what other intelligent and accomplished people can give you inspiration for topics that you can put your own fresh spin on.

You can also look to Pinterest and Facebook groups for content inspo. Pinterest essentially works as a search engine, so you can throw in broad terms and it will spit out other topic ideas within that realm. Meanwhile, Facebook groups are excellent for gauging what kind of questions people are asking within your industry — so you can answer them with your content.

BRAINSTORM LIKE A *boss*

Once you've got some content inspiration, it's time to get it all out onto paper — or, your digital device of choice.

We recommend setting a timer for an hour or so with no distractions (apart from maybe some fun music!) and writing down every content or caption idea that pops into your mind. You don't need to know exactly what it's going to look like, or what platform you're going to post it on. The important thing is to just get it out there, and you can go back and refine in the next step.

If you still feel like you need a little more guidance to dream up ideas, we've got just the thing for you! We've created handy Plann content calendars for the rest of the year, filled with prompts for Instagram posts and stories. Have these at the ready during your brainstorming session and we guarantee the ideas will just spew out of you. Yep, this is one time where word vomit is absolutely encouraged!

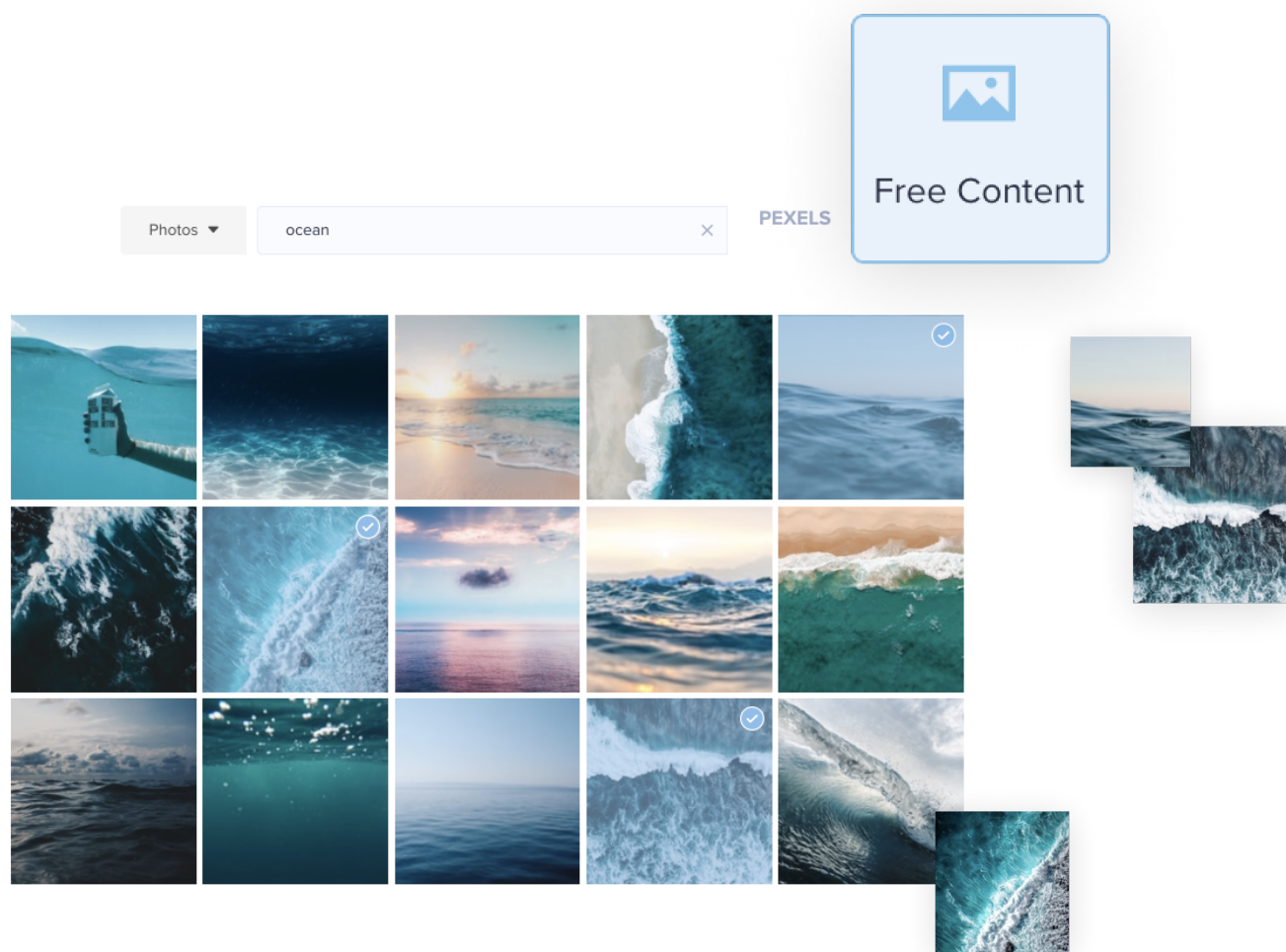
This can also be a good time to brainstorm some new hashtags to use in your posts. You can do this by heading to the search bar in your Instagram home screen and putting in some broad hashtags — say, #naturalbeauty. This will then pull up a list of related hashtags. While doing this step, head to the 'hashtags' section in Plann and start creating your hashtag sets (around 10 per set is great, so you can mix and match to hit your total of 30 hashtags per post)

GO IMAGE *hunting*

Okay, so now that you have a better idea of what you're going to say in your content, it's time to source the images to represent it! The good news is, even if you don't have loads of branded or photoshoot images, you've got options.

With Plann, you have access to thousands of high-quality free images you can use to bring your posts to life. Just head to the 'media' section and have a peruse through Pexels, Pixabay and Unsplash. When you find pics that appeal to you or spark inspiration, we recommend adding them to themed collections that you can easily select from when Planning your content.

With our Canva integration, you can also create eye-catching graphics and carousels from within the Plann app. So, this step is also a good time to look through the templates on there to see if any take your fancy, and potentially look at customizing them with your own branding..



RESET YOUR

strategy

So, it's almost time to bring your awesome caption ideas, targeted hashtags and beautiful images together and plan ahead your content.

But, there's an important step that needs to be ticked off first – refining your strategy. Because, having a clear and consistent strategy is incredibly important, but most of us are too busy to stop and think too much about it.

So, there's no better time to refresh your strategy than during quiet periods! We recommend using Plann 'strategy' tool to do this. This allows you to use our in-built content themes like 'behind the scenes' and 'inspiration' to build a well-rounded content schedule. You can also create your own custom ones! Then, you can drag these onto your grid as prompts for your content.

That way, when you sit down to Plann, you'll know exactly what type of content to post and when. So organised!

CONTENT PROMPTS

Q Select Industry

GAR-NISHED PRODUCT	SMILING GROUP	INGREDIENTS	WHAT INSPIRES YOU	IN YOUR WORKSPACE	SHARE A WORK IN PROGRESS	SHARE VEGGIE GARDEN TIPS	FAMILY WORKOUT ROUTINE	SHARE A CRAFT PROJECT
POURING INTO GLASS	HOW IT'S MADE	ASK COMMUNITY QUESTION	MEDIUM YOU LOVE USING	PERSONAL STORY	FINISHED WORK IN SITU	BATH, BOOK & BED ROUTINE	COMMUNITY SERVICE ACT	BIRTHDAY PARTY IDEAS
FANCY GLASSWARE	OUTDOOR PICNIC	SPECIAL RECIPE	CLIENT STORY	SHARE A PERSONAL SUCCESS	YOU WITH WORK IN PROGRESS	HOLIDAY SNAP!	LIFE IS CHAOTIC QUOTE	PRODUCT OFFER DISCOUNT

Alcohol/Beverage

SELECT

Artist/Illustrator

SELECT

Family

SELECT

PLANN IN *batches*

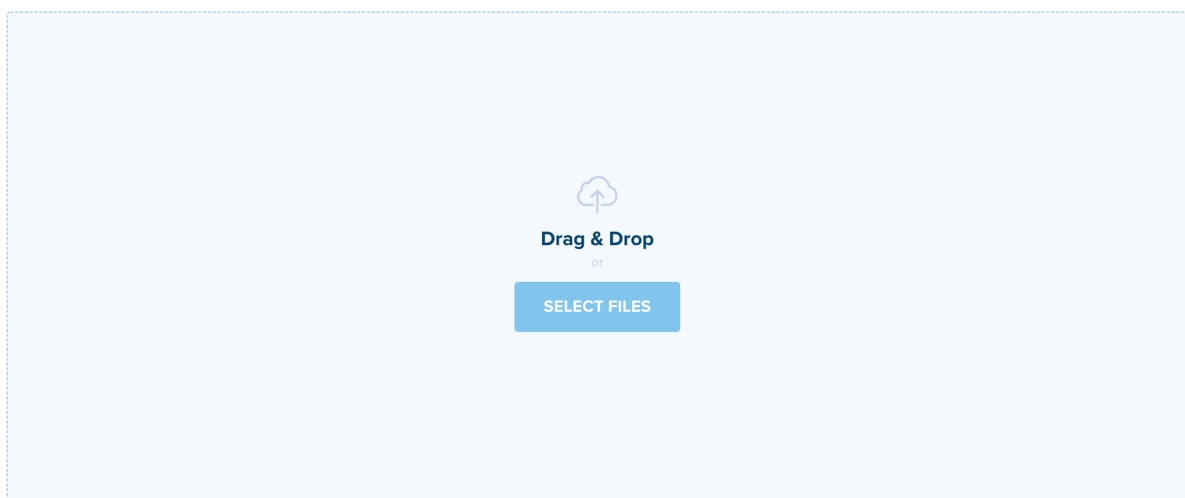
When you've got some extra time up your sleeve, it can be tempting to go full steam ahead and say "okay, I'm going to prep six months of content today!"

While we're all about using Plann to batch your content, trying to go too hard and fast is a one-way ticket to creative burnout. Instead of putting pressure on yourself to do it all at once, we recommend instead slotting in a few batch sessions.

So, you might do an hour every weekday, where you plan out a week of content. If you stuck to that for a month, you'd get 20 weeks ahead with your content which is more than two months. Pretty crazy, right? Or, you could carve out two half-days a week, which could also amount to weeks of content.

Don't feel like you can pump out content that quickly? We have faith in you, and all of the above steps will help set you up for success!

But, if you still feel like you need to light a rocket under your butt to speed things up, check out our speedy social media cheatsheet in our free resource library. It's filled with hacks on how to streamline and turbocharge your content creation.



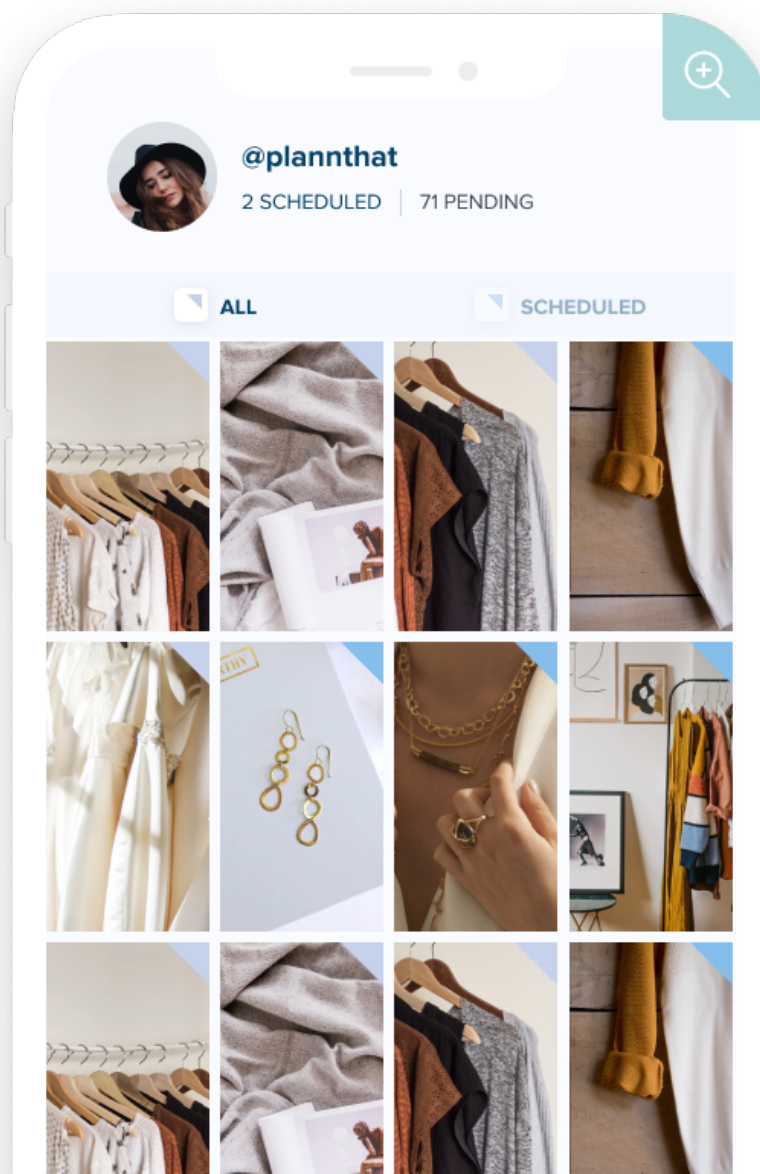
KEEP POSTING ON *stories*

Decided you're going to take a break from posting on your grid while you plan ahead? Go for it! We bet you deserve a well-earned rest.

That said, we do recommend you continue posting on your stories if you can. This just means that you keep your account updated and active, so that Instagram and your followers don't think you're ghosting them.

The good news is, the content that you post on your stories can be a lot more raw and off-the-cuff, so you don't need to obsess too much over it. You can just post things on-the-fly when the inspiration strikes. Even if it seems mundane to you, those unpolished moments can help your audience connect more deeply with you — the person behind the brand.

You can even jump on your stories and let your followers know you'll be taking a break from posting on your grid for a while. They'll likely appreciate you being honest and transparent!



Ready?

PLANN YOUR CONTENT

Yes! Now that you know how to get miles ahead with your content creation, it's time get Planning!

With Plann you can plan days, weeks or months in advance and leave that social media overwhelm behind. [Sign up for your 7 day free trial right now.](#) ←

