

A Month In Social Media

Week 1

Day 1 30minutes

15 min. Interact with other pages or accounts by liking and commenting

10 min. Share or repost content from other pages, remember to use scheduling tool

5 min. Build new connections by following new pages

Examples: professionals, area experts, local businesses, GEAR UP partners or presenters, local news outlets

Day 2 30minutes

5 min. Respond to comments, questions and check you've responded to all messages

25 min. Show faces of your program.

Examples: Students awards or milestones, alumni success story, staff profiles

Week 2

Day 3 30minutes

5 min. Respond to comments, questions and check you've responded to all messages

15 min. Find new content by reading articles, exploring new websites, watching videos

5 min. Share your discovered content; connect to audience and put your take into it

Day 4 30minutes

5 min. Interact with other pages or accounts by liking and commenting

25 min. Create an engaging post that will get audience thinking, liking, commenting

Examples: Something new and exciting in the office, behind the scenes

Week 3

Day 5 30minutes

5 min. Respond to comments, questions and check you've responded to all messages

15 min. Observe what other program's social media channels look like. Develop list of what works/doesn't, what inspires you, and how you'd like to emulate it

10 min. Share or repost content from other pages, remember to use scheduling tool

Day 6 30minutes

5 min. Interact with other pages or accounts by liking and commenting

25 min. Create an engaging post that will get audience thinking, liking, commenting

Examples: Center around an event, important deadline, new tool, reminders

Week 4

Day 7 30minutes

5 min. Respond to comments, questions and check you've responded to all messages

20 min. Develop calendar for the next month's events / reminders / holidays in the community and for your program

5 min. Ask co-workers if they know of additional events

Day 8 30minutes

5 min. Interact with other pages or accounts by liking and commenting

20 min. Create posts for the next month's events/reminders. Use graphics, videos, text.

5 min. Schedule posts. Remember to change up the time/ days based on analytics

TOTAL TIME SPENT: 4 HOURS