

Module 5 Workbook
Social Media Marketing

What social media channels will I use?

Facebook

Instagram

Twitter

Pinterest

LinkedIn

Other:

Do I have a business page set up for each channel I will use?

Is the information up-to-date on each page?

Is my personal profile on Facebook updated so that my business information is public?

Have I invited friends and family to like my page(s)?

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How often will I post to each page?

Facebook

Instagram

Twitter

Pinterest

LinkedIn

Other:

What scheduling tool(s) will I use?

Hootsuite

Buffer

Edgar

Sprout Social

Grum

Other:

Schedugram

When during the month will I schedule posts?

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What will I post?

From Your Website

- Blogs - Write a quick post for each blog
- What are you trying to promote this coming month? (limit the number of these)
- Testimonials - Share the words of your happy clients!
- Other pages on your site
- Your Opt-In

Days of the Week Posts

- Monday Morning Inspiration
 - Tuesday Tip
 - Trivia Tuesday
 - Wednesday Wisdom
 - Wellness Wednesday
 - Friday Fun
 - Saturday Self Care
- Other:

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Misc Posts

- External Links - Other sites that I like, articles that are similar to mine
- Short/quick quotes and inspiration that I've said
- Generic quotes - either stand alone or with an explanation
- Challenges - weekly/daily/monthly
- Questions - Ask thought provoking questions
- Other:

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Ask yourself these questions when creating content:

Before you create content:

- Is it a teaching post?
- Is it inspirational?
- Is it authentic?

After you create content:

- Am I creating engagement with my fans?
- Are they interacting with my posts?
- Am I creating conversations with my posts?
- What do people comment on?
- What do they like and share the most?

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Instagram

Will I use Instagram?

What will be the frequency / schedule of posting?

What types of images and graphics will I post?

Common yoga hashtags:

#healthtips #yogainspiration #yogachallenge #yogateacher
#yogaeverydamnday #yogalove #healthtips #healthylifestyle
#letsmove #fitness #fittip #healthyliving #selfcare #stress #wellness
#yoga #iloveyoga #yogabiz #yogainspiration #yogateachertip #asana
#mudra #namaste #meditate #yogi

App to track: Followers

Article on Copyright and Images: [Click here](#)

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Outsourcing

Do I need to outsource?

If yes, some questions to ask:

What is my budget?

In terms of overall online marketing (website, blogs, social media, etc)
what do I want the person to do for me?

Do I want to use their tools and services or should I purchase my own
(ie scheduling programs)

INTENTIONAL ONLINE MARKETING

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Additional Notes