



Hi Julie,

I wanted to expand on the points I made in the attached document to provide more context.

**Beginning with the audit of your current social plans**, the biggest area for improvement that I saw in your current strategy was your consistency. The best thing to do would be to develop a content strategy that allows you to post consistently 4+ times per week. This would allow you to get in the good graces of each algorithm. The next pivot I'd make would be optimizing bios on each platform to encourage visitors to become followers. Lastly, I'd make sure 85-95% of comments on your content get a response to encourage others to continue to comment and engage.

**As for specific strategy**, you may notice the content buckets for both Instagram and Facebook are the same. *A content bucket is just another term for a category of post.* For instance you can set parameters for what each bucket is and then to generate content all you have to do is pick four-five different buckets and generate content within preexisting categories. This greatly increases efficiency in the content creation process.

All that to say, the types of content can be the same across both platforms **but how you present that content shouldn't be**. Right now Instagram has a huge emphasis on short form videos (called Reels) and you should be aiming to make most of your content Reels. You'll see a massive spike in organic reach. On Facebook you can use photos and plain text more.

Some great free resources to help you create and edit content are

**Canva.com** - Has hundreds of free templates for making content. Can be a great place to make content or to just get ideas.

**The Splice App** - A free video editing app for your phone that lets you quickly edit videos for social media.

I hope this doesn't come off as overly critical of your current efforts, I just wanted to be thorough in my evaluation of what you already have to make sure that my services will add value.

Looking forward to talking more soon.

Grant Riesen

DIGITAL —  
IMPROVEMENT  
— STRATEGY



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# General Social Strategy

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## Principles to apply across all platforms:

- Create an organized content strategy to make content generation easier and more sustainable.
- Increase social activity across all accounts by seeking out relevant content to comment on and interact with.
- Increase comment response rate to encourage engagement
- Analyze trends to make sure the right content is posted at the right time.



Specific Social Strategy



# Facebook

## Content Bucket Ideas

|   |   |  |
|---|---|--|
| Store Highlights<br>(Overviews of what vendors are available)               | Event Highlights (Easter Bunny, Santa, etc.)  | Deals of the week<br>(different deals certain stores may be running) |
| Giveaways (Usually used around the holidays, could be sponsored by stores). | Store Samples (i.e. a picture of a meal at a restaurant or of someone lounging on new furniture in Ashley's.) | Community generated posts (photos submitted by patrons)              |

## Specific Action Steps:

- Increase post consistency to 4+ posts per week
- Share/post content to relevant Facebook groups to increase organic reach
- Create a story strategy



# Instagram

## Content Bucket Ideas

|   |   |  |
|---|---|--|
| Store Highlights<br>(Overviews of what vendors are available)               | Event Highlights (Easter Bunny, Santa, etc.)  | Deals of the week<br>(different deals certain stores may be running) |
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## Specific Action Steps:

- Increase post consistency to 4+ posts per week
- Put a heavy emphasis on reels
- Emphasize stories & highlights
- Fix hashtag strategy



**GOOD LIFE** *Advertising*

# THANK YOU !

**Have any questions?**

**Contact me at  
(402) 806-2916**

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