



ONBOARDING

ORGANIC CONTENT CALENDAR

OBJECTIVE: To understand the importance of creating content on social media. These platforms reward you for posting consistently, so it's important to have a content schedule to know what posts you're going to put up, and at when to post them.

- If Facebook is not your preferred platform, or the idea of leading a community doesn't excite you, creating a Facebook Group may not be your best marketing method.

5 Types of Posts:

Value Driven Post

- This is a post to get your audience from seeing you as a stranger to seeing you as someone they can know, like, and trust. This post should be made up of your best-content and be blowing your viewer's minds!

Life-Style Post

- Create posts about your normal, everyday life so that your audience can see another side of you and find other areas to relate to. This helps to build the connection between you and your audience.

Eye-Balled Post

- This post can be almost anything you want and doesn't have to do with your niche. Rather than producing value, this post is all about driving traffic to your page and getting more viewers to see your other videos.

Call-to-Action Post

2 types:

1. Two-Step Post - Offering something for free, in exchange for an email or conversation. (Post at least 3x a Month)

2. Direct Post - A direct call to action for one of your resources. (Post at least once a Month)

Going Live

- Going live on social media helps to show your personality and build more connections. Try to go live at least once a week and choose a topic you enjoy to talk about. Use this as a time for your viewers to ask questions and build more credibility.

Short-form content (Tik Tok, Reels, Shorts) is getting pushed further and further, so try to keep your content between 30 and 90 seconds and post consistently!