

How to Create Easy Engagement on Social Media in 30 Minutes a Day

*Lively Biz Accelerator Training
with Alicia Forest MBA*

Step 1: Create Your Engaging Content

- Look at your past posts and emails and make a list of your most engaging content – most interactions, comments, replies, your highest traffic pages/posts on your website, etc.
- Look at what your next offer will be and create content that supports that offer - look at the content that you'll be teaching and take pieces of it to start using as engagement topics – the easiest way to do that is to ask questions, give choices and ask opinions
- If you need to create new engaging content, don't make it complicated - use the Consumable Content Framework (see worksheet)

Step 2: What's personal & What's business - 3:2

For every 3 personal and/or non-promo posts, do 2 promo posts (paid or free)

Once a month, do a content creation day where you just focus on creating one new piece of content to post and share per week.

Step 3: Schedule and Track

Batch schedule and track your progress

Step 4: Syndicate Your Content

Repurpose your content across your platforms throughout the week.

Step 5: Delegate and Automate

Hire a VA for this task.

Automate with tools like Creator Studio, Tailwind, Recurpost, Later, Hootsuite, etc.

IF YOU SCHEDULE ONE DAY A MONTH TO CREATE 4 PIECES OF CONTENT AND YOU SYNDICATE ONE PIECE PER WEEK, YOU'LL BE POSTING ENGAGING CONTENT IN LESS THAN 30 MINUTES A DAY.

MONTHLY CONTENT PLAN

Month: _____

WEEKS/TOPICS

MON

TUE

WED

THU

FRI

WEEK 1/

WEEK 2/

WEEK 3/

WEEK 4/

WRITTEN CONTENT

Write Content

- A. Send content to list via solo mailing
- B. Post to blog
- C. Submit to niche publications

STEP
1



STEP
2

Social Media

- Facebook Profile
- Facebook Page
- Facebook Group(s)

Social Media

- LinkedIn Post
- LinkedIn Article
- LinkedIn Group(s)

STEP
3



STEP
4

Social Media

- Instagram for Business
- Twitter

SE Traffic

- Pinterest for Business

STEP
5



A/V CONTENT



Produce Content

- A. Send content to list via solo mailing
- B. Post to blog



Audio Platforms

- Podcast (internal)
- iTunes Podcast (external)



SE Traffic

YouTube Channel



Social Media

- Facebook Live
- Facebook Stories



Social Media

- Instagram Stories
- Instagram Live
- Instagram TV

