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

Lively Biz Accelerator Training with Alicia Forest MBA

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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.

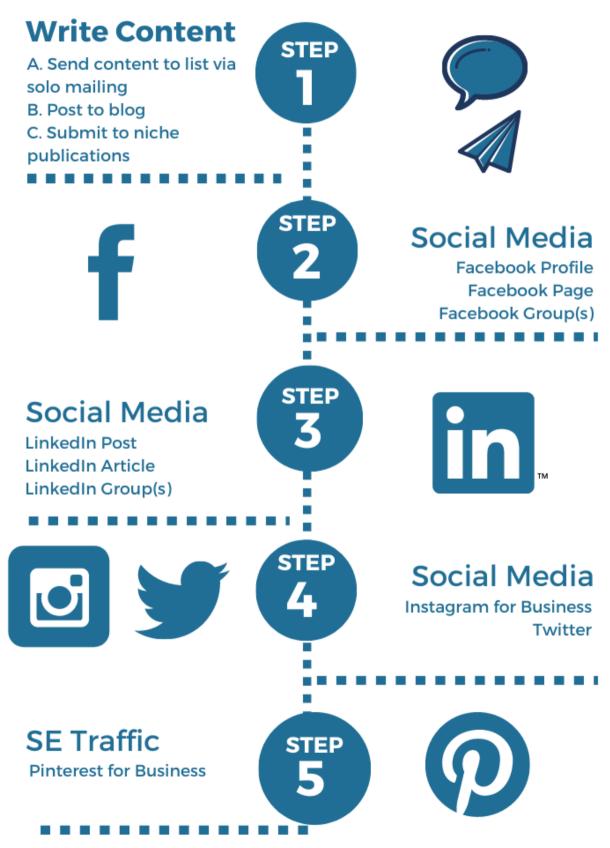
IF YOU SCHEDULE ONE DAY A MONTH TO CREATE 4 PIECES OF CONTENT AND YOU SYNDICATE ONE PIECE PER WEEK, YOU'LL BE POSTING ENGAGING CONTENT IN LESS THAN 30 MINUTES A DAY.

MONTHLY CONTENT PLAN

Month:_____

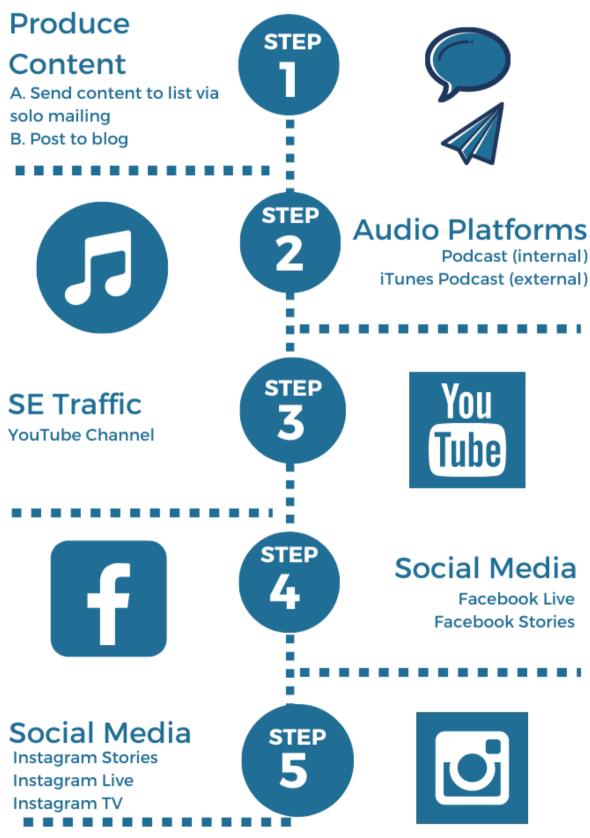
WEEKS/TOPICS	MON	TUE	WED	тни	FRI
WEEK 1/					
	_				
WEEK 2/					
WEEK 3/					
	_				
WEEK 4/					

WRITTEN CONTENT



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A/V CONTENT



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