



SOCIAL MEDIA STRATEGY WORKSHEET

Buffer.com is a social media scheduler. You set up in advance several times a day you want to post to social media. Then you save posts to your account and Buffer posts them at the next scheduled time. **Four posts a day looks like this each week:**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1. 6 AM	5. AM	9. AM	13. AM	17. AM	21. AM	25. AM
2. 6:05 AM	6. AM	10. AM	14. AM	18. AM	22. AM	26. AM
3. 7 PM	7. PM	11. PM	15. PM	19. PM	23. PM	27. PM
4. 7:05 PM	8. PM	12. PM	16. PM	20. PM	24. PM	28. PM

Three posts a day looks like this each week:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1. 6 AM	4. AM	7. AM	10. AM	13. AM	16. AM	19. AM
2. 6:05 AM	5. AM	8. AM	11. AM	14. AM	17. AM	20. AM
3. 3 PM	6. PM	9. PM	12. PM	15. PM	18. PM	21. PM

In this example, you are posting 2 apartment posts in the morning and 2 in the afternoon/evening. I like using the “stacked” approach by posting 2 posts within a few minutes of each other. You get a lot of exposure without being annoying. To use this example, you need 28 unique posts per week (you can do less if you prefer). This can be a time consuming nightmare without a strategy.

Day of the week: SUNDAY

Name of the property I’m going to feature: ABC Apartment Homes

Compelling statement I’m going to use in all posts today: “90% of our clients rate our apartment locating service with 5 stars”

Call to action: “Click here to simplify your apartment search” (Instagram doesn’t allow links in the post) “Click the link in our profile to simplify your apartment search” or “Go to website.com/getstarted to experience our 5 star service” (Use a direct link that is easy to remember and easy to spell)

Now it's your turn....

Day of the week	SUNDAY
Name of property	
Compelling statement	
Call to action	

Day of the week	MONDAY
Name of property	
Compelling statement	
Call to action	

Day of the week	TUESDAY
Name of property	
Compelling statement	
Call to action	

Day of the week	WEDNESDAY
Name of property	
Compelling statement	
Call to action	

Day of the week	THURSDAY
Name of property	
Compelling statement	
Call to action	

Day of the week	FRIDAY
Name of property	
Compelling statement	
Call to action	

Day of the week	SATURDAY
Name of property	
Compelling statement	
Call to action	

Considerations/Ideas

- Use your posts to promote other people. Follow and @mention apartment communities and say “Thank You for helping my client Sally Smith this week”. Or “Thank You @sallysmith for using our apartment locating service to lease at @abcapartments. It was a pleasure to help you.”
- In addition to your Buffer queue that runs on a schedule, you can create additional posts for:
 - Motivation Monday: Pick 4 motivational images, one for each Monday of the month, and “Schedule The Post” to run specifically only on Mondays.

- Client Appreciation Wednesdays: Pick 4 clients who submitted reviews the previous month and thank them. You can even screen shot the review on your phone and post it.
- Throwback Thursdays: Post something more personal so your followers can get to know you. An old headshot, an old business card, a picture of you at a conference 10 years ago.

The secret is to not recreate the wheel each week:

1. Decide how many times a day you want to post so you can get a total for the week.
2. Select 7 properties you want to feature this week.
3. Write 7 compelling statements. These can be repeated. I don't think you have to write 7 new/unique one's every week.
4. Write 7 call to action statements. These can be repeated. I don't think you have to write 7 new/unique one's every week.
5. Write 1 Motivational Monday (optional) OR Write 4 at the beginning of the month, one for each week, and schedule all 4 in advance.
6. Write 1 client appreciation (optional) Write 4 at the beginning of the month, one for each week, and schedule all 4 in advance.
7. Write 1 persona/throwback (optional) Write 4 at the beginning of the month, one for each week, and schedule all 4 in advance.