

CONTENT CALENDAR USAGE GUIDE



A CONTENT CALENDAR IS A CRUCIAL TOOL FOR PLANNING YOUR DAILY SOCIAL MEDIA MARKETING ACTIVITIES. THIS CONTENT CALENDAR IS CREATED WITH TITLE AGENCIES IN MIND, ENSURING A CONSISTENT AND STRATEGIC APPROACH TO ENGAGEMENT WITH YOUR TYPICAL AUDIENCE.

1) Content Development:

Creativity is key. How can you add your brand's voice and personality to the content idea. If you are stuck, AI tools such as ChatGPT, Gemini, and Claude should be able to give you a variety of ideas.

2) Scheduling:

Do you want to create the suggested content every day, OR does it make sense to spend a time block once per week creating all posts for the week (batch creating)? Decide what approach works best for you and add it to the calendar.

3) Posting:

If creating posts as you go; share the created content across your social platforms. Don't worry too much about the timing of the posts. If you're batch creating, you can make the post on your social media platforms during your weekly time block and schedule the day and time when it should post.

4) Engagement:

Interact with your audience by responding to comments and messages in a timely way. Be genuine in your responses, and do your best to engage back with those who engage with you.

5) Analyze:

Monitor the "Analytics" of your posts to understand what resonates with your audience. overtime you should make more of the type of content that gets the best response from your audience.

REIMAGINE STATIC POSTS:

BELOW ARE 10 SIMPLE IDEAS TO TRANSFORM PICTURE OR WRITTEN POSTS INTO ENGAGING VIDEOS. IF SOME OF THE EDITING SKILLS ARE BEYOND YOUR COMFORT ZONE, PLEASE REACH OUT TO YOUR FNF AGENCY REP TO SCHEDULE A TRAINING CALL.

- Slideshow Video: Create a slideshow of pictures related to your post topic. Use CapCut app or Canva for ease and no cost editing. In between photos you should add transitions and will normally want to keep the timing of the photos around 3-4 seconds each.

- Narrated Photos: Record yourself discussing the key points of your post and overlay this audio onto a relevant photo using CapCut.
- Text Overlay: Use CapCut or Canva to add animated text over a static image to highlight important messages or quotes.
- Interview Clip: Film a short interview with an expert discussing the topic, you can simply hit record on zoom if getting together isn't an option. Use an app like CapCut to edit the recording or video by finding 30-60 second sound bites you'd like to use on social.
- Live Q&A Session: Go live on your social media platform and answer pre-submitted questions related to your post. Pro tip you can come up with your own questions – typically ones you answer every day.
- Screen Recording Tutorial: Record a screen-capture video showing how to navigate a process or website mentioned in your post.
- Product Demo: For posts about products or tools, create a quick hands-on demonstration video.
- Behind-the-Scenes: Share a glimpse of your workspace or a day at the office related to your post's topic.
- Customer Testimonials: With permission, compile short video clips of customers offering feedback related to your post.
- Mini-Documentary: Use your phone to shoot a short documentary-style video that delves into the subject of your post, including clips of the environment, work being done, or a narrated backstory.

Remember, videos don't need to be perfect or professional grade. Authenticity often resonates more with audiences than polished content. Use tools that are designed for beginners, such as CapCut that guide you through the editing process with templates and tutorials.

