

# How to plan your content

## 7 Easy Steps

### Step 1

**Establish Content categories:** Educational, promotional, relatable, inspirational, etc. 80% of Posts giving value to your customer and 20% Promoting your products.

### Step 2

**Organise Your categories:** Put each of your chosen categories into a different days of the week and start thinking of what you would like to say for each of these.

### Step 3

**Write your captions:** Now you have chosen your topic, write out a caption and details for that post.

### Step 4

**Call To Action:** Ensure you tell your customers exactly how you want the to engage with your post. Add this to your captions above.

### Step 5

**Choose Imagery:** Match an image to your content. Do not take too long on this. If using a website for images, countdown from 5 and pick one!

### Step 6

**Hashtags & Frequency:** Research hashtags and add them to your post. Establish a posting schedule based on the best time to post for that platform.

### Step 7

**Engagement:** Engage 15 minutes before and after you post with Remember Social Media rewards active members so comment, share, like & save your ideal customers.