



SOCIAL MEDIA STRATEGY  
LAST REVIEWED: MARCH 28, 2013

## Purpose

This process outlines the general social media strategy for Sweet Phenomena. Use in conjunction with the Sweet Phenomena Social Media Calendar in Google Calendar.

## 2013 Goals

- 🏠 Make full use of Pinterest – highest referrer of traffic to Sweet Phenomena and a huge hangout spot for my [ideal client](#) {she likes color, she likes sparkle, and Pinterest is full of both}
  - Innovative ways to use the platform to connect with community
  - Learn to use new analytics and use the information gathered to build a better strategy
  - Post my content to Pinterest, but main focus is to house a massive collection of useful resources for the community
  - Encourage followers to comment on pins
- 🏠 Fully develop LinkedIn profile and update regularly
  - Use to connect with potential JV partners, clients, and other interesting people
  - Identify at least two relevant and interesting groups to join and contribute to
- 🏠 Use Twitter to share new and old content; stay up-to-date with bloggers, businesses, clients, and media that I've developed a relationship with
  - Make use of plugin to recycle content onto Twitter
  - Continue using plugin to post new posts to Twitter
- 🏠 Develop a Google+ strategy that makes use of all the features of the platform
  - Create innovative ways to use the platform's functionality in new and different ways
  - Use Hangout and Community features to build a tight-knit community



SOCIAL MEDIA STRATEGY  
 LAST REVIEWED: MARCH 28, 2013

<p><b>Scheduling</b></p>	<p>Given the platforms that Sweet Phenomena will use, content will not be pre-scheduled. The only automation currently in use is a plugin to post new posts to Twitter and a plugin that posts old posts to Twitter.</p> <p>All other content will be live posted to Pinterest, LinkedIn, Twitter, and Google+.</p>
<p><b>Timing</b></p>	<ul style="list-style-type: none"> <li> <span style="color: #e91e63;">◆</span> Pinterest – 2 to 5 pins per weekday {10 AM CST}           <ul style="list-style-type: none"> <li>○ Pin new posts the day they go live</li> <li>○ Each Monday during business review time, find one old post, add image if necessary, and post to Pinterest</li> <li>○ Remaining pins for the day should be curated content pinned to appropriate boards</li> </ul> </li> <li> <span style="color: #e91e63;">◆</span> LinkedIn - 1 status update Monday and Friday, 1 connection per week, connect with 1 current connection every other week, visit group{s} for 15 minutes Monday, Wednesday, &amp; Friday, &amp; 1 profile update per month {10:30 AM CST}           <ul style="list-style-type: none"> <li>○ Status updates focus on what I’m working on at the moment and other business information that would be of interest to connections</li> <li>○ Make at least one new connection each week and touch base with them via messaging feature</li> <li>○ Connect with one current connection every other week via messaging feature</li> </ul> </li> </ul>



SOCIAL MEDIA STRATEGY  
 LAST REVIEWED: MARCH 28, 2013

	<ul style="list-style-type: none"> <li>o Review new content in group{s} and post any relevant information</li> <li>o Do a thorough profile review during the last business review time of the month; update profile if necessary</li> <li>📌 Twitter - 9 tweets {3 original &amp; 6 shared content} per weekday {10:45 CST}       <ul style="list-style-type: none"> <li>o New posts and recycled posts are automatically tweeted</li> <li>o Review hashtag streams and list streams in Hootsuite to identify content to be shared and conversations to join in</li> </ul> </li> <li>📌 Google+ - 1 image and/or 1 original post &amp; 2 shared content posts per weekday {11 AM CST}       <ul style="list-style-type: none"> <li>o Post one image and/or one original post per day</li> <li>o Link to new post if available</li> <li>o Share relevant content from others</li> <li>o Start building circle community in July?</li> </ul> </li> </ul>
<p><b><i>Content Themes</i></b></p>	<p>Some months will have general themes, others will not. When there is not a theme, content that is shared will be new posts, old posts, and information from other trusted sources such as other bloggers, news articles, etc. While much of the content will focus on building self-esteem in girls, the goal with social media is to provide a broader range of resources that are interesting to mothers of girls. While my ideal client is very</p>



SOCIAL MEDIA STRATEGY  
 LAST REVIEWED: MARCH 28, 2013

	aware of the importance of building self-esteem in her daughter, she also wants to provide lots of fun “downtime” activities for her daughter as well.
<i>April</i>	Career exploration and advice
<i>May</i>	Easing fears and anxieties surrounding summer camp
<i>June</i>	Fun summer activity ideas
<i>July</i>	New school/back to school
<i>August</i>	Bullying
<i>September</i>	Helping your daughter through tough situations {divorce}
<i>October</i>	Domestic violence awareness month
<i>November</i>	
<i>December</i>	

Below is the Sweet Phenomena Pinterest calendar for the next quarter. It is a Google calendar that has been displayed in agenda view. Each weekday, I’ll spend 30 minutes on Pinterest.

“Board creating” days will be used to create the specified board as well as to add at least five pins to the board.

“Content curating” days will be used to find and pin content {2-5 pins} to boards that have already been created.

In addition to allotted Pinterest time, I’ll pin additional content when I find appropriate resources.

## Sweet Phenomena Pinterest

**Mon Apr 1, 2013**

**10am - 10:30am Create general career exploration board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Apr 2, 2013**

**10am - 10:30am Create entrepreneurial board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed Apr 3, 2013**

**10am - 10:30am Create archaeologist board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu Apr 4, 2013**

**10am - 10:30am Create chef board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Fri Apr 5, 2013**

**10am - 10:30am Create copywriter board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon Apr 8, 2013**

**10am - 10:30am Create event planner board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Apr 9, 2013**

**10am - 10:30am Create librarian board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed Apr 10, 2013**

**10am - 10:30am Create nurse board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu Apr 11, 2013**

**10am - 10:30am Create photographer board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Fri Apr 12, 2013**

**10am - 10:30am Create urban planner board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

## Sweet Phenomena Pinterest

**Mon Apr 15, 2013**

**10am - 10:30am Create artist board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Tue Apr 16, 2013**

**10am - 10:30am Create meteorologist board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Wed Apr 17, 2013**

**10am - 10:30am Create computer programmer board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Thu Apr 18, 2013**

**10am - 10:30am Create personal organizer board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Fri Apr 19, 2013**

**10am - 10:30am Create author board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Mon Apr 22, 2013**

**10am - 10:30am Create vet board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Tue Apr 23, 2013**

**10am - 10:30am Create realtor board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Wed Apr 24, 2013**

**10am - 10:30am Create TV anchor board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Thu Apr 25, 2013**

**10am - 10:30am Create fashion designer board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Fri Apr 26, 2013**

**10am - 10:30am Create project manager board**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

## Sweet Phenomena Pinterest

**Mon Apr 29, 2013**

**10am - 10:30am Create park ranger board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Apr 30, 2013**

**10am - 10:30am Create architect board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed May 1, 2013**

**10am - 10:30am Create why summer camp is great for kids board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu May 2, 2013**

**10am - 10:30am Create finding available summer camps board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Fri May 3, 2013**

**10am - 10:30am Create prepping your child for summer camp board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon May 6, 2013**

**10am - 10:30am Create summer camp packing list board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue May 7, 2013**

**10am - 10:30am Create separation anxiety board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed May 8, 2013**

**10am - 10:30am**

**Create fun stuff for parents while your kids are away at camp board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu May 9, 2013**

**10am - 10:30am Create fun homecoming ideas board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

## Sweet Phenomena Pinterest

**Fri May 10, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Mon May 13, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Tue May 14, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Wed May 15, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Thu May 16, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Fri May 17, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Mon May 20, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Tue May 21, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Wed May 22, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley

**Thu May 23, 2013**

**10am - 10:30am Curate content for camp boards**

Calendar: Sweet Phenomena Pinterest  
Created by: Tiffany Manley



## Sweet Phenomena Pinterest

**Fri May 24, 2013**

**10am - 10:30am Curate content for camp boards**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon May 27, 2013**

**10am - 10:30am Curate content for camp boards**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue May 28, 2013**

**10am - 10:30am Curate content for camp boards**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed May 29, 2013**

**10am - 10:30am Curate content for camp boards**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu May 30, 2013**

**10am - 10:30am Curate content for camp boards**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Fri May 31, 2013**

**10am - 10:30am Curate content for camp boards**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon Jun 3, 2013**

**10am - 10:30am Create fun summer activities board**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Jun 4, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed Jun 5, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu Jun 6, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

## Sweet Phenomena Pinterest

**Fri Jun 7, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon Jun 10, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Jun 11, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed Jun 12, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu Jun 13, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Fri Jun 14, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon Jun 17, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Jun 18, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed Jun 19, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu Jun 20, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

## Sweet Phenomena Pinterest

**Fri Jun 21, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Mon Jun 24, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Tue Jun 25, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Wed Jun 26, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Thu Jun 27, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley

**Fri Jun 28, 2013**

**10am - 10:30am Curate summer activities board content**

**Calendar:** Sweet Phenomena Pinterest  
**Created by:** Tiffany Manley