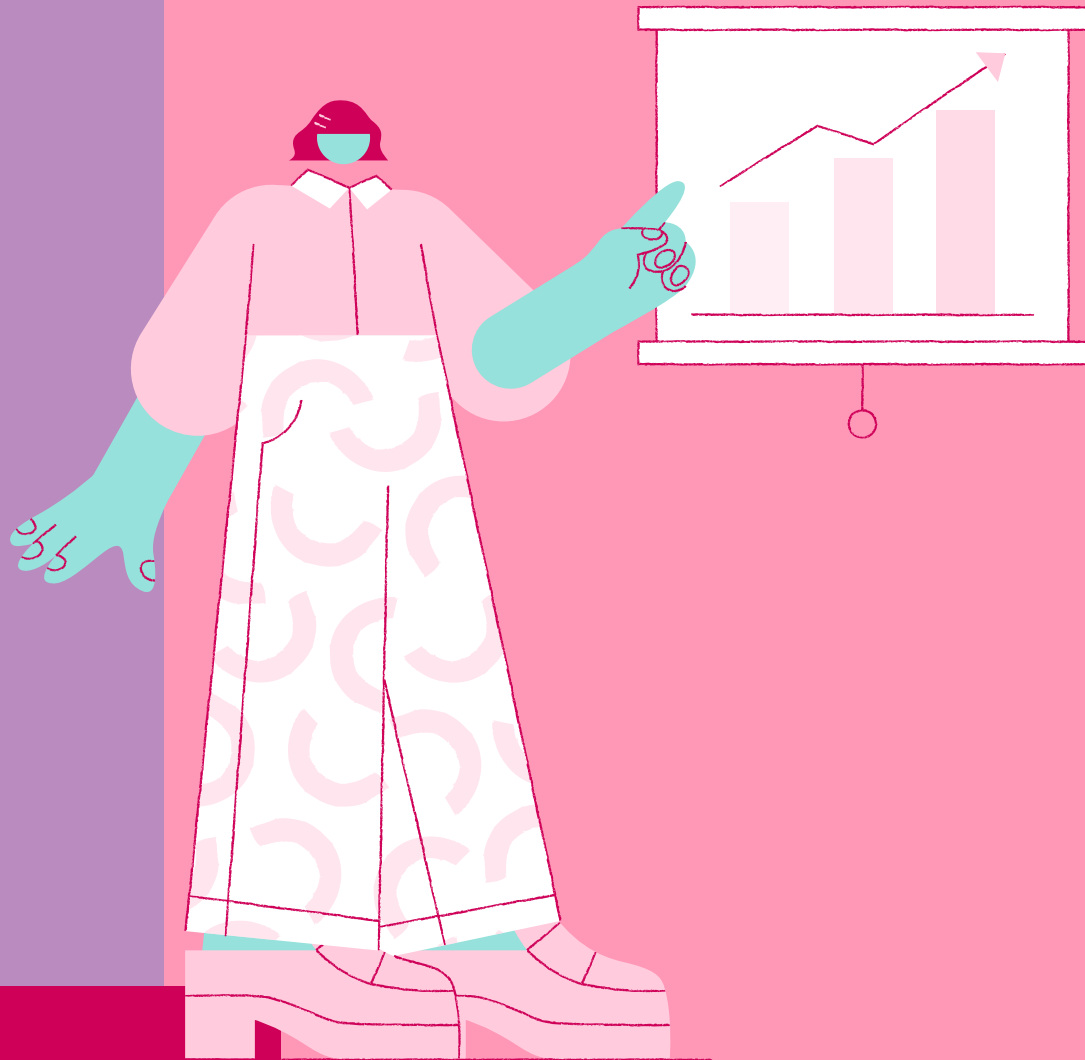


2021 PLANNER

planning for the year ahead



Planning your social media takes the guesswork out of what you are doing and ensures you stay on track to use social media as a tool to deliver your business objectives.

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start planning social success

Hello 2021. How good does 2021 sound, the promise of a new year and seeing the back of 2020. Wahoo to that!

We get it, you're busy. And we also know that social media is sometimes the thing that has to give. But it doesn't have to be that way. If you're not in the position to call in the experts, you can take expert advice. And our advice is simple, plan, plan and plan some more.

Planning your social media takes the guess work out of what you are doing and ensures you stay on track to use social media as a tool to deliver your business objectives. Social Media is not a nice to have, it's an important tool to engage and

converse with your customers. And loyal customers are what will ultimately drive your success.

Each month we release a guide on content ideas so that you can use to build out your content calendar with relevant trending topics your audience is calling out for. Use these in conjunction with your annual planner to get the most out of our tips.

On the following pages you'll find sheets to plan and track your social media. You'll find tips and ideas and you'll find links to resources to help you achieve your digital goals. As the year goes on, we have no doubt we'll add new things as well, it's how we roll!



how to use the planner

Set your social objectives in line with your business goals. How will you measure the success of your social media efforts, how will social media deliver your business goals. On the next page record your three objectives for social media for 2020.

Download the 2020 calendar ([click here](#)) ready to drop in the monthly celebration days relevant to your business each month. You'll also start building out your content plan with the calendar.

Each month there is a social media training goal. You'll get all the tips and resources to

improve your social media game.

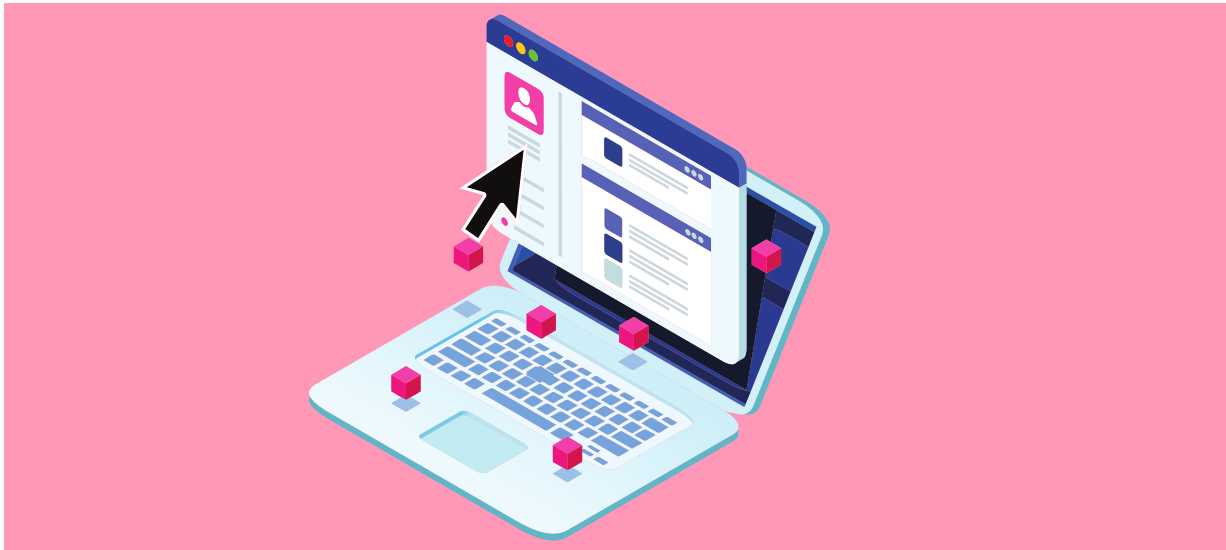
Read the monthly content guides for themes and celebration days. These trending content tips will ensure your social media is relevant to your audience.

Measure and analysis your social media insights each month on your review sheet in the planner to understand what your audience is engaging with.

Download resources over on our website ([click here](#)) to help you master social media.

setting goals for 2020

new year, new goals



Goal-setting is the common thread between businesses who are successful on social media.

Because they know what they want their campaigns to look like. And they know the exact steps to take to make them happen. From brand awareness to boosting revenue and beyond, it's important for business owners to set specific social media goals.

So why do social media goals matter so much? Because business can't afford to ignore the process of setting goals on social media and more than setting goals for their business. These are the key reasons why specific goal-setting is an absolute must-do for social media:

- Goals hold you accountable
- Goals guide your budget
- Goals encourage you to review and measure

So now you understand why you shouldn't just "wing it". but how do you actually set social media goals?

Sprout Social recently posed a great question in one of their blogs. "Why is your business active on social media in the first place?"

And now that that has you thinking, their recommendation was to begin with a big-picture objective to make the goal-setting process less intimidating. Their examples were fantastic (we couldn't say it better ourselves!)

- Small business: engage local followers and grow a greater community presence
- Startup: build awareness for a new product and generate leads for it
- Enterprise company: provide a timely customer service channel to boost customer loyalty

Once you have your broad objective, you can then start thinking about actionable goals to inspire your day-to-day social activities.

setting SMART goals

the nitty-gritty of getting it right



So you've got your big-picture goals figured out, now it's time to outline your SMART social media objectives. We're sure you know all about the SMART goal-setting framework, but as a reminder SMART is an acronym for:

- **Specific:** Your goals should be clear, simple and defined.
- **Measurable:** This is where analytics come in. You want a goal that has one or more metrics.
- **Achievable:** Is it achievable or is it not possible within your resources?
- **Realistic:** With your current resources of time and money, is it possible to achieve your goals?
- **Timely:** Every goal needs a time frame, whether it's one year or several months.

See how that works? This approach to goal-setting results in direct action that's backed up by data.

Sprout Social has a fantastic example to showing what a SMART Social Media looks like:

In a SMART breakdown, "increase brand awareness in the next 3 months" for a cafe might look something like this:

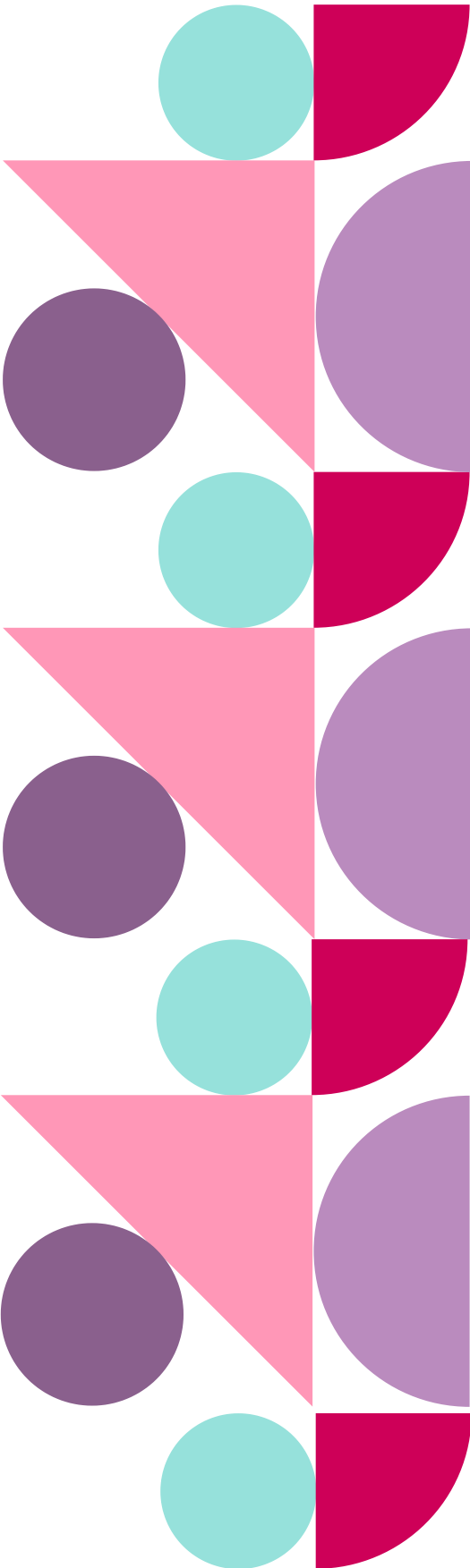
- **Specific:** Increase brand awareness on your Facebook account within a five-mile radius of the cafe.
- **Measurable:** Increase fan count by 15%. Increase link clicks on posts about the new cafe by 15%. Have an average Post Reach of 1000 people per post.
- **Achievable:** Yes
- **Realistic:** Boost new cafe posts with advertising by \$15 per post, targeting an audience within a five-mile radius. Consider also posting neighborhood specials to get the word out about the cafe.
- **Timely:** 3-month time limit on achieving the goal.

Download Sprout Social's - Examples of social media goals in action to clarify each stage of the SMART approach to goal setting.

Adapted from Sprout Social's "How to set (and achieve) meaningful social media goals" blog

your goals for 2021

let's get down to business



Now before you run off and start posting or even planning to post this year there is a very important to know WHY you are posting.

Think of three (yes just three!) actionable goals for your social media which will deliver your business objectives.

Now you've read and understood the information on SMART goals above, you'll be set to write your own SMART goals. Remember, we are only focusing on three, because each will have several actions to achieve them, and we want to make sure you do achieve your goals.

objective 1:

objective 2:

objective 3:

objective 1

with SMART goals

objective 1:

- Specific:
- Measurable:
- Achievable:
- Realistic:
- Timely:

objective 2

with SMART goals

objective 2:

- Specific:

- Measurable:

- Achievable:

- Realistic:

- Timely:

objective 3

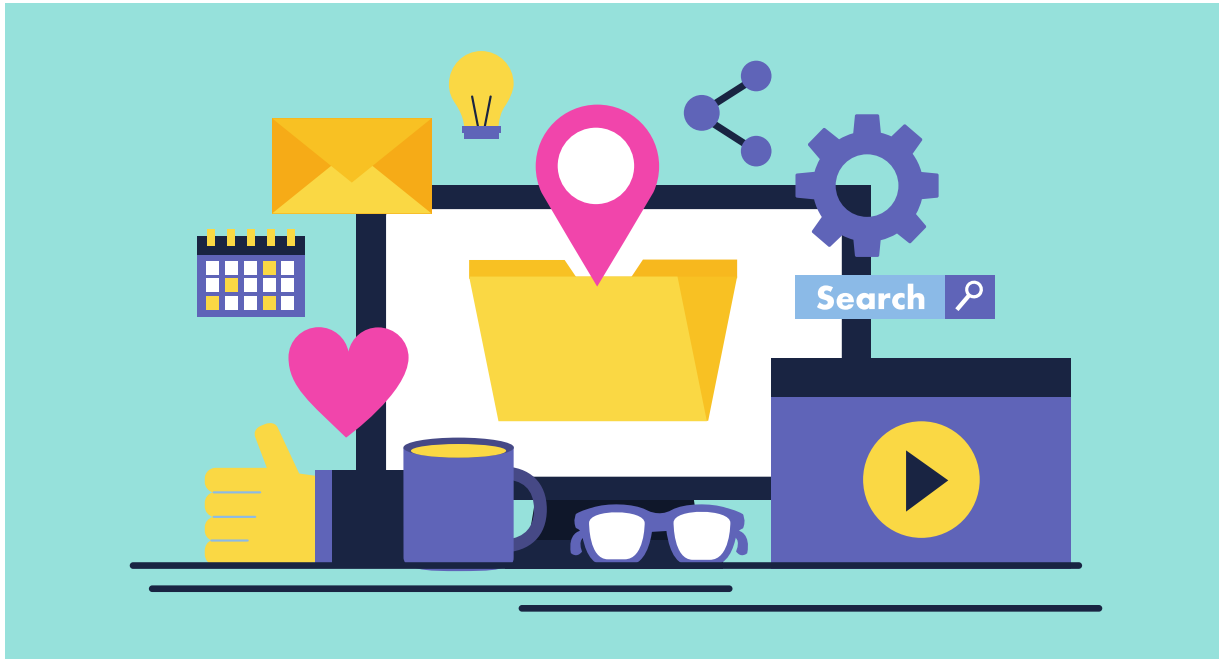
with SMART goals

objective 3:

- Specific:
- Measurable:
- Achievable:
- Realistic:
- Timely:

social media trends 2021

work through your training



“The future to marketing is finding authentic ways to engage with consumers. The future of marketing is not generating leads, it’s building an audience.”

Mark Bornstein, VP of Content Marketing, ON24

The overarching theme from every keynote speaker at Content Marketing World 2019 was relatability.

Social media has a dramatic impact on the constant spread of information, because of this digital content is at a surplus and audiences are having a hard time trusting anything they see on social media.

To be a successful social media marketer you want to build an audience of loyal users who trust your brand or business to be transparent, authentic, and relatable.

In 2020, ensure that your social media strategy follows these guidelines and your audience loyalty will follow.

Below is a breakdown of 2021 social media trends based on recent research and happenings in the space. No matter what you’re selling, you should keep these trends in the back of your mind as you put together your social strategy in the New Year, and they will ensure your brand comes across as relatable.

social media trends for 2021

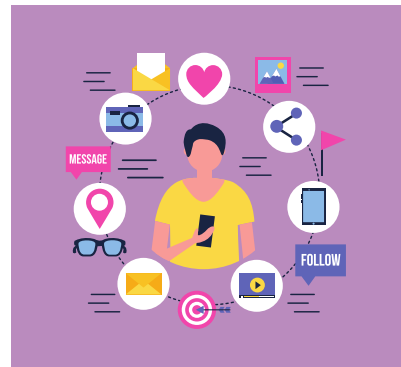
The Socially
Conscious
Audience



User
Generated
Content get a
Remix



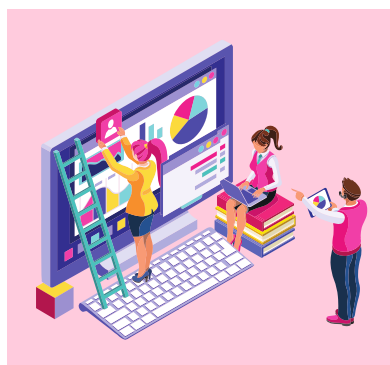
Social media
adapts to the
new normal



Nostalgia
marketing

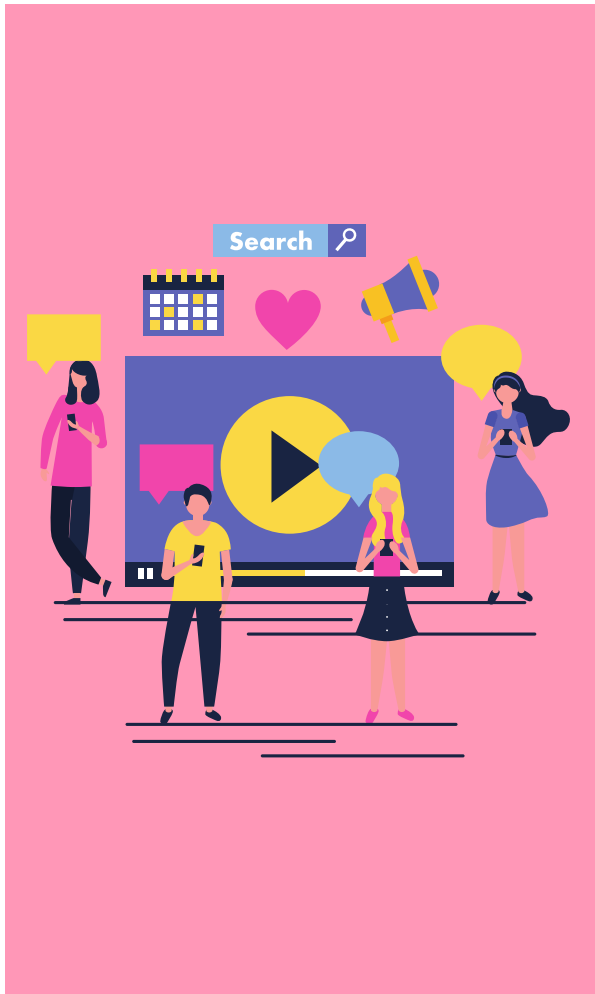


The four Cs of
COVID-19
content



A little more
conversation





“

Focus on how to be social, not on how to do social.

Jay Baer

recap, what to do

Right, it's now time to get going and put your learning into practice. Here are the 5 things you need to do to make 2021 your best social year yet.

Good Luck!

The ConneC+ Team x

1. Read the Planner
2. Download the content calendar
3. Set your 3 the objectives
4. Set your SMART goals against your objectives
5. Download your monthly Content Guides and keep your content relevant and trending and to complete your monthly training

- Click [HERE](#) to download The Content Calendar Planner
- Click [HERE](#) to signup to receive the monthly Content Guides