

What Should I Post?



"YOU SHOULD BE POSTING AND ENGAGING MORE."

You earn a prospect's or client's trust by interacting with them. Ideally, you interact with them frequently and regularly. You become "their expert" on your topic.

The problem is, you may see prospects and clients a couple of times a year - even less than that THIS year. So how do you stay top-of-mind with people you see a lot less of?

We advise frequent phone calls, Zoom calls and webinars. And social media engagement. What exactly does that mean?

How do you get your clients and prospects to WANT to engage with you on social media?

There is only one way we know of- and that is to make your content valuable!

THE PLAN

- Choose one more more of these post types.
- Create 12 posts in the same theme.
- Publish a new post each week, ideally the same day and time each week.
- After six weeks, measure your results - Is this weekly feature getting more or less engagement than other things you post?
- Test a different post type for six weeks, and measure it against the first. (Keep publishing new posts of the first type!)
- Drop the lowest performing type, and try a third. Or, if both are performing well and you have the time keep them both and create a third type to test against!



Bonus! You also have great content to post in emails and newsletters!



Five Types of Social Posts!



THE INFOGRAPHIC

Process - what can customers expect when they work with you?

Timeline - What has changed in the history of your company, industry or specialty?

Statistics - What amazing factoids can you share about your specialty or industry?



BEHIND THE SCENES

Process - what happens to people's airplanes or parts after they arrive at your location?

People - What does a day of work involve for you or one of your skilled experts? (Share moments.)

Statistics - What amazing factoids can you share about your specialty or industry?



TIP OF THE WEEK

Insider Tips - about how a client can get the most out of your product or service.

Common Mistakes - Why they're mistakes and how to avoid or fix them.

How-Tos and simple tutorials for common tasks.

Did You Know? Is a great headline for a Tip of the Week- everybody loves to be well-informed!



QUOTE

Inspiring Quotes - that reflect your philosophy or your way of doing business.

Aviation Quotes - By and about people in the industry.

Use Google or log into the course for great sources!

Try different photos, backgrounds, designs and animations. This is probably the easiest feature of all to create!



Q & A

Think of twelve questions that customers ask you most often - or that they SHOULD be asking!

Answer each one as simply as possible in a post or video.

After you've done a few of these, you may start getting questions in the comments.

This is a good thing! You're starting a conversation.

Insiders- Log in to find Canva Templates for each of these post types - just customize & publish!



Media & Methods & Tools

Which Social Channels Should I Post To?

Start with your current best performers.

Visit Google

Analytics/Acquisition/Channels to see which media sends the most visitors to your web site.

Here's ours. So, we would prioritize Facebook and LinkedIn.

But since we're spending time and energy creating materials, it takes very little more incremental effort to try one or two more! Use the six/twelve week testing pattern we discussed earlier to see which channels work best for you.

Social Network	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	1,405 % of Total: 4.74% (29,665)	1,358 % of Total: 4.61% (29,460)	1,723 % of Total: 5.07% (33,980)	86.42% Avg for View: 81.80% (5.64%)	1.38 Avg for View: 1.45 (-4.54%)	00:00:40 Avg for View: 00:01:01 (-33.74%)
1. Facebook	1,060 (74.07%)	1,038 (76.44%)	1,251 (72.61%)	89.77%	1.31	00:00:35
2. (not set)	134 (9.36%)	110 (8.10%)	164 (9.52%)	89.02%	1.25	00:00:33
3. LinkedIn	68 (4.75%)	56 (4.12%)	95 (5.51%)	78.95%	1.39	00:00:25
4. YouTube	46 (3.21%)	41 (3.02%)	73 (4.24%)	54.79%	2.73	00:02:23
5. Twitter	43 (3.00%)	37 (2.72%)	52 (3.02%)	73.08%	1.58	00:01:15
6. Instagram	38 (2.66%)	39 (2.87%)	40 (2.32%)	67.50%	1.60	00:00:39
7. Pinterest	29 (2.03%)	27 (1.99%)	31 (1.80%)	90.32%	1.16	00:00:11
8. Instagram Stories	4 (0.28%)	4 (0.29%)	6 (0.35%)	50.00%	1.50	00:00:30
9. Diigo	3 (0.21%)	1 (0.07%)	3 (0.17%)	66.67%	1.67	00:05:54

Resizing, File Types and Animation?

PNG, JPG, or MP4 are all fine. Canva Pro's default suggestion for social posts is .png, or you can animate posts using MP4 following the instructions in this course.

In our experience (with our own accounts and those of clients) animated or video files tended to get 3x the visibility and engagement of text or image types. That's been slowing down a bit as some of the social channels are getting rather flooded with video, but it is still the best performer by far. Stay tuned!

SOCIAL MEDIA IMAGE SIZE CHEAT SHEET

BROUGHT TO YOU BY PICKLEWIX.COM



INSTAGRAM

LANDSCAPE
1080w x 566h

PORTRAIT
1080 X 1350

SQUARE
1080 x 1080

STORIES:
1080 x 1920



TWITTER

PROFILE PHOTO
400 X 400

PHOTO SIZE
1024 X 512

HEADER IMAGE
1500 X 500



FACEBOOK

PROFILE PHOTO
170 X 170

COVER PHOTO
820 X 312

SHARED IMAGES
1200 X 630



LINKED IN

PROFILE PHOTO
400 X 400

BACKGROUND PHOTO
1584 X 396

SHARED IMAGE (DESKTOP)
1200 X 1200

SHARED IMAGE (MOBILE)
1200 X 628



PINTEREST

PROFILE PHOTO
165 X 165

IDEAL PIN SIZES
1000 X 1500
IS OPTIMAL - OR ANY
2:3 ASPECT RATIO

Note: Pinterest will display anything down to a width of 238 pixels with an appropriately scaled height, which allows for longer images to be posted and pinned. Vertical is always best.

Note: if you keep the same aspect ratio of all these sizes, you can upload larger images than specified, which may be advised for longer-term use as retina and hd displays may increase in resolution over time.

Measuring Success

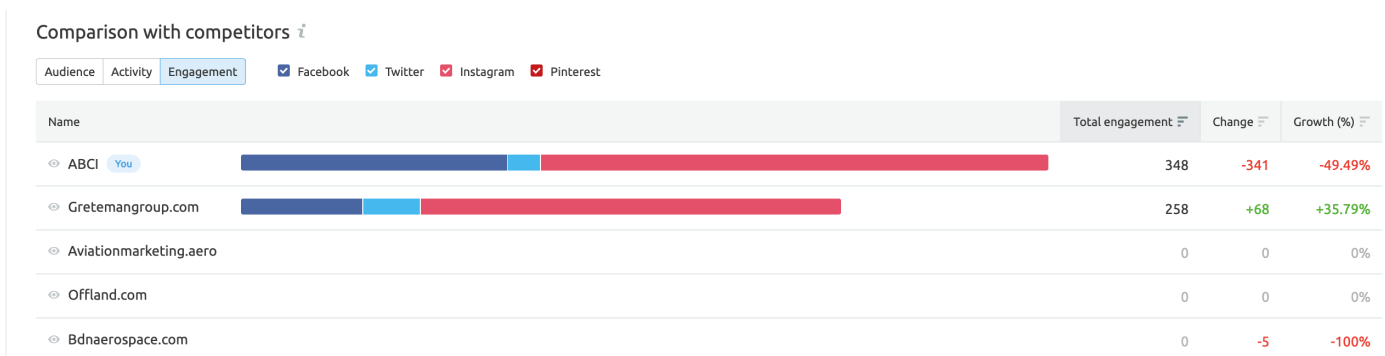
What Tools Should I Use?

Our Insiders have access to Canva Pro, which has options for resizing graphics and a Content Planner to schedule and publish posts directly to Facebook Groups and Pages, Twitter, LinkedIn, Pinterest, Slack, & Tumblr.

The whole process described in this article should take just a couple of hours to schedule twelve weeks of posts.

For non-Insiders, you can do this by hand, or there are other tools for scheduling and posting social media posts (so that you don't have to do it every week!) Tools include Buffer, MeetEdgar, HootSuite, and Sprout Social.





Insiders receive a report from SEMRush each month, detailing their engagement and most popular posts compared with those of their competitors.



Is your total engagement up or down this month? If it's up and adding this regular weekly feature is the only thing you changed, then good for you! If the answer isn't clear, let's talk in our Office Hours!

Published posts 38 (1-20)

Filter by hashtags Post type

Post [↕]	Engagement [↕]	Eng. rate [↕]	Reactions [↕]	Shares [↕]	Comments [↕]
 Three reasons why we think our course is better than anything o... ^{Video} Sep 26, 16:54	11	19.76	8	3	0
 Do you get to work with your family? ^{Video} Sep 23, 14:25	11	19.76	8	2	1
 Why is it that when you say "Free Consultation" your prospects t... ^{Video} Oct 05, 08:54	9	16.16	5	3	1
 Aviation sales and marketing professionals Paula Williams of AB... ^{Video} Oct 12, 15:02	7	12.57	5	2	0

How does your new weekly feature compare to other posts you've made in the last month? If it's doing well, great! If not, try something else!

