

Social Media Content Calendar: User Guide

PROVIDED BY

FYZICAL Therapy & Balance Centers

INTRODUCTION

OUR PHYSICAL THERAPY SOCIAL MEDIA GUIDE

This Social Media Content Calendar will help you organize your social media activities far in advance, making it easier to coordinate campaigns, grow your reach, and scale your social media marketing. The template includes a monthly calendar, content repository, and a space for scheduled updates on Twitter, Facebook, LinkedIn, Instagram, and Pinterest.

To make this template easy to use, this instructional guide will break down what to do with each tab, highlighting nuances and giving you tips for maximum productivity.



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[INSERT MONTH + YEAR]

KEY:

- Holiday
- Campaign
- Ebook
- Webinar
- Blog Post
- SlideShare
- PT Education
- Experiment
- Other

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		PT Education		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Webinar				

This calendar is meant for you to plan your monthly social media content. Here, you'll be able to plan posts for campaigns, holidays, or specific pieces of content you'd like to promote across all social networks on a particular day or week.

Above is an example of what your Monthly Planning Calendar tab looks like. In the top right corner, you'll see the key of the types of content or campaigns you might coordinate. Feel free to change this key depending on the types of content you tend to promote.

You'll see that you can write in the date next to or above each day of the week, and in the rows below, you can include specific details about your scheduled content or campaigns.


Don't forget to swap out "Insert Month + Year" with the particular month and year you're planning for. This "Monthly Planning Calendar" tab can even be copied over 12 times and made into a calendar for each month of the year.



CONTENT REPOSITORY

The Content Repository tab of this spreadsheet is designed to house your most commonly-promoted website content in one place. As your inbound marketing strategy grows, you'll have accumulated an impressive bank of content, website pages, and offers that you'll want to resurface and promote via social media. To ensure you don't lose track of all of that great content, record it on this tab so you're never at a loss for social media content.

If the content you're promoting is not evergreen, be sure to include an expiration date in the column marked "Expiration."

 CONTENT REPOSITORY					
CONTENT TYPE	TITLE	LINK	INTERESTING SNIPPET	IMAGE	EXPIRATION
Website Page	The Business of Balance	www.fyzicalfranchise.com/the-business-of-balance	A full-service balance program can provide rapid growth of out-patient referrals, patient visits, and collections. Our balance program incorporates all aspects of rehabilitation and assessments with neurological rehabilitation, audiology, and occupational therapy. See how you can offer more to your patients by downloading our FREE Business of Balance eBook.	TBD	N/A
Blog Post	Grow Your Physical Therapy Business Without Sacrificing Your Independence	https://blog.fyzicalfranchise.com/grow-your-physical-therapy-business-without-sacrificing-your-independence	Are you ready to get serious about growing your physical therapy business? The physical therapy industry is booming, with a higher demand than ever for qualified practitioners.	TBD	12/31/20
Template	The Social Media Content Calendar Template	www.fyzicalfranchise.com/physical-therapy-marketing-planning-template	Download this template to plan a year's worth of social posts and campaigns.	TBD	N/A

TWITTER UPDATES

Use this tab to plan out all of your Twitter content week-by-week. The first three columns are “Day,” “Date,” and “Time.”

In the “Message” column, simply input the copy you’d like to appear in your tweet, bearing in mind you should keep it to 257 characters or less if you want to include a link. After you’ve composed your tweet, paste the URL you’d like to include in your tweet in the “Link” column. In the column labeled “Campaign,” include the name, if applicable. Your “Campaign” should align with the same campaign name you used in other marketing materials.

 TWITTER UPDATES						
DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	CHARACTER COUNT
MONDAY						
	1/2/20	9:00:00	We are offering FREE Fall Risk Assessments during Fall Prevention Awareness Week. Appointments are limited! Call us today!	https://www.fyzical.com/blog/fight-the-fall	Fight the Fall	0
	1/2/20	12:00:00	FYZICAL is looking to set a record by performing over 1,000 free fall risk assessments during Fall Prevention Awareness Week.	https://www.fyzical.com/blog/fight-the-fall	Fight the Fall	122
	1/2/20	15:00:00	We are collecting cards, drawings and "handwritten hugs" to deliver to isolated older adults to lift their spirits. Will you help us with our Notes2Neighbor campaign?	https://www.fyzical.com/Notes2Neighbor	Notes2Neighbor	157
TUESDAY						

The “Character Count” section will auto-calculate the number of characters you’ve entered with a color-coded system to keep you on point. Green means you’re in the clear and you’ll be able to attach an image in addition to a link. Once you’ve hit 200 characters, the box turns yellow. This means you’ll only be able to fit a link with no image. If the box turns bright red, that means you’ve hit 250 characters and you’re running out of room to include a link.

If you’d like to include an image, we suggest using 1024 x 512 pixels for Twitter images.

FACEBOOK UPDATES


Facebook's update tab works just as Twitter's does, though there's no character count column. Facebook affords users a much longer text limit, so no need to worry about counting characters.

Plan for when your post will go out under the "Day," "Date," and "Time" columns.

Then, head on over to the column labeled "Message" and input the copy you'd like to appear in your status update. Move to the "Link" column and input the link you'll including with the post after that.

If you'd like this update to be tagged to a certain campaign, include this in the "Campaigns" column to ensure you can track all of the traffic that comes from Facebook.

Lastly, if you'd like to include an image, we suggest 1200 x 628 pixels.


<div>  <div> FACEBOOK UPDATES </div> </div>						
DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY						
	1/2/20	9:00:00	New Report from the US Senate Committee of Aging calls for more efforts on falls prevention and emphasizes the need for balance therapy. Check out this summary of the findings!	https://huba.ly/H03dCw0	Facebook General	Paste a web link to your image (size: 1200 x 628 pixels)
	1/2/20	12:00:00				
	1/2/20	15:00:00				
	1/2/20	17:00:00				
TUESDAY						
	1/3/20	9:00:00				
	1/3/20	12:00:00				
	1/3/20	15:00:00				
	1/3/20	17:00:00				
WEDNESDAY						
	1/4/20	9:00:00				
	1/4/20	12:00:00				
	1/4/20	15:00:00				
	1/4/20	17:00:00				
THURSDAY						
	1/5/20	9:00:00				
	1/5/20	12:00:00				
	1/5/20	15:00:00				
	1/5/20	17:00:00				
FRIDAY						
	1/6/20	9:00:00				
	1/6/20	12:00:00				
	1/6/20	15:00:00				
	1/6/20	17:00:00				
SATURDAY						
	1/7/20	9:00:00				
	1/7/20	12:00:00				
	1/7/20	15:00:00				
	1/7/20	17:00:00				
SUNDAY						
	1/8/20	9:00:00				
	1/8/20	12:00:00				
	1/8/20	15:00:00				
	1/8/20	17:00:00				



LINKEDIN UPDATES

LinkedIn updates work similarly to Facebook updates, though you should aim to keep the messages posted more professional and less brand-focused, while Facebook should have the inverse approach. For filling out this form, follow the exact same instructions as outlined above.


If you'd like to attach an image to your post, we suggest 1584 x 396 pixels.


 LINKEDIN UPDATES						
DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY						
	1/2/20	9:00:00				
	1/2/20	12:00:00	We are live at Ascend 2020! Stop by our virtual booth and speak with our team. Don't forget to ask about our free business assessment! #FYZICAL	https://hub.s.li/H0w_3Pg0	Ascend Tradeshow	ascend.jpg
	1/2/20	16:00:00				
TUESDAY						
	1/3/20	9:00:00	Grow Your Physical Therapy Business Without Sacrificing Your Independence	https://hub.s.li/H0wV0nH0	Blog	Blog Post
	1/3/20	12:00:00	We are pleased to welcome Kirk Painter, Vikki Hill, and Melesa Yager to the FYZICAL Family. #physicaltherapy #franchise #FYZICAL	FYZICALfranchise.com	Welcome New Members	graphic1.png
	1/3/20	16:00:00				
WEDNESDAY						
	1/4/20	9:00:00				
	1/4/20	12:00:00	We would like to welcome Ryan Todd to the FYZICAL family! #FYZICAL #Franchise #herewegowgain	FYZICALfranchise.com	Welcome New Members	graphic14.png
	1/4/20	16:00:00				
THURSDAY						
	1/5/20	9:00:00				
	1/5/20	12:00:00				
	1/5/20	16:00:00				
FRIDAY						
	1/6/20	9:00:00				
	1/6/20	12:00:00				
	1/6/20	16:00:00				
SATURDAY						
	1/7/20	9:00:00				
	1/7/20	12:00:00				
	1/7/20	16:00:00				
SUNDAY						
	1/8/20	9:00:00				
	1/8/20	12:00:00				
	1/8/20	16:00:00				

PINTEREST UPDATES

Pinterest is a highly visual social network, so make sure you focus on organizing images in this tab. You could do this easily by pasting a link in your Google spreadsheet, or by attaching a document in your Excel spreadsheet. We recommend always organizing your images in a Google Drive, Dropbox, or desktop folder before planning and scheduling content for the week. For Pinterest, your most optimized images will be around 600 x 900 pixels, however also keep in mind that longer content such as infographics could perform even better.

In the “Message” section of your Pinterest tab, keep the text short but searchable. You want to ensure the image is doing the talking for you rather than the text.

<div>  PINTEREST UPDATES </div>						
DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY	1/2/20	8:00:00	Want to generate more revenue from Pinterest?	http://blog.hubspot.com/marketing/pinterest	Infographics	Paste a web link to your image (size: 600 x 900 pixels)
	1/2/20	12:00:00	12 Pinterest Templates for Business	https://offers.hubspot.com/hubspot-offers	Pinterest Templates	Image
	1/2/20	18:00:00	A Beginner's Guide to Pinterest Analytics	https://blog.hubspot.com/blog/hubspot-blog	Pinterest Analytics	
TUESDAY						
WEDNESDAY						

<div>  INSTAGRAM UPDATES </div>						
DAY	DATE	TIME	CAPTION	LINK FOR BIO	CAMPAIGN	IMAGE
MONDAY	1/2/20	8:00:00	Are you trying to build your brand on Instagram?	http://blog.hubspot.com/marketing/instagram	How-to	Paste a web link to your image (size: 1080 x 1080 pixels)
	1/2/20	10:00:00	Instagram Marketing: How to Create Captivating Content	https://www.hubspot.com/instagram	Instagram	
TUESDAY	1/3/20	8:00:00				
	1/3/20	10:00:00				
WEDNESDAY	1/4/20	8:00:00				
	1/4/20	10:00:00				

INSTAGRAM UPDATES

With Instagram updates, you'll notice you can't actually link to a specific webpage or article from an individual post. To get around this, we've included a “Link in Bio” section to help you organize which posts need promo links, and which don't.

If your Instagram post doesn't require a link, simply write “N/A” in the “Link in Bio” section.

For Instagram pictures, we recommend you post high- quality photos that are perfect squares of 1080 x 1080 pixels.

WRAPPING UP

We've included some recommendations for publishing frequency in this template, but you may find you need to publish more or less, or at different times of day or night, depending on your business. You're encouraged to edit the dates and times to fit your needs.

Once you've published this content to your social media networks, your job isn't over. You still need to monitor each network for engagement, and reply to fans and followers regularly.

For further help with marketing your practice please visit:

<https://www.fyzicalfranchise.com/physicaltherapymarketing>

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