Future In Media Social Media Toolkit

OCTOBER 2024

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What Is a Social Media Toolkit?

A social media toolkit is a **collection of resources and guidelines** designed to **help individuals** or **teams manage** and **promote a brand** or **campaign** consistently across social media platforms. It provides the necessary tools for **effective social media management** and **content creation.**

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WHY SOCIAL MEDIA MATTERS

Social media is a powerful tool for **building trust, authority, and long-term relationships** with your audience. Unlike paid advertising, organic content **creates authentic interactions**, which can turn followers into loyal clients. Through consistent, valuable posts, you can **showcase your expertise**, **share success stories**, and **engage with your community**, all while staying **top-of-mind for potential clients**.

Plus, social media provides **invaluable insights** into your audience's needs and pain points, allowing you to tailor your services more effectively. When done right, it **boosts your visibility**, **amplifies word-of-mouth marketing**, and **positions you as a go-to expert**.

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POSTING CADENCE & RECOMMENDED POSTING TIME

Posting Cadence → **3-5x a week**

Best times to post on Instagram in 2024 → 🏆 = Best time and day of the week to post on the platform

Day	Time
Monday	2 PM EST
Tuesday	11 AM EST
Wednesday	🏆 2 PM EST
Thursday	2 PM EST
Friday	5 PM EST
Saturday	11 AM EST
Sunday	9 PM EST

Considerations:

- Please increase your posting cadence and adjust timing to better fit your audience's needs. These are only recommendations.

- Short on content or time to post 3-5x a week? Don't stress—put yourself on camera sharing your thoughts and just post. Something is better than nothing.

- Want to post more without affecting your Instagram grid? Use Instagram Stories—they disappear after 24 hours.

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POSTING CADENCE & RECOMMENDED POSTING TIME

| Posting Cadence | → | 1-2x a day |

| Best times to post on Instagram in 2024 | → | 🏆 = Best time and day of the week to post on the platform |

Monday	11 AM EST
Tuesday	🏆 10 AM EST
Wednesday	10 AM EST
Thursday	11 AM EST
Friday	10 AM EST
Saturday	1 PM EST
Sunday	2 PM EST

Considerations:

- Please increase your posting cadence and adjust timing to better fit your audience's needs. These are only recommendations.

- Short on content or time to post 1-2x a week? No worries — just hop on camera, share your thoughts, and post. Something is better than nothing.

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POSTING CADENCE & RECOMMENDED POSTING TIME

Posting Cadence	➡	1-2x a day

Best times to post on LinkedIn in 2024	➡	🏆 = Best time and day of the week to post on the platform

Monday	2 PM EST
Tuesday	🏆9 AM - 11 AM EST
Wednesday	12 PM EST
Thursday	5 PM EST
Friday	9 PM EST
Saturday	🏆7 AM - 8 AM EST
Sunday	6 AM EST

Considerations:

- Please adjust your posting cadence and timing to better fit your audience's needs. These are only recommendations.

- Short on content or time to post 1-2x a day? No worries — just post. Something is better than nothing.

- No creative assets? No problem. LinkedIn is perfect for text-only posts. Share valuable, educational content with your audience!

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POSTING CADENCE & RECOMMENDED POSTING TIME

Posting Cadence → **2-3x a day**

Best times to post on LinkedIn in 2024 → 🏆 = Best time and day of the week to post on the platform

Day	Time
Monday	2 PM EST
Tuesday	🏆 9 AM - 11 AM EST
Wednesday	2 PM EST
Thursday	2 PM EST
Friday	5 PM EST
Saturday	11 AM EST
Sunday	9 PM EST

Considerations:

- Please adjust your posting cadence and timing to better fit your audience's needs. These are only recommendations.

- Short on content or time to post 2-3x a day? No worries — just post. Something is better than nothing.

- No creative assets? No worries. X is perfect for text-only posts. Share valuable, educational content with your audience and make sure to engage with other users to increase your reach beyond your current followers.

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ALGORITHM BREAKDOWN

The known ranking signals for:
Instagram Feed Algorithm

The known ranking signals for:
Instagram Stories Algorithm

Your activity: The content you like, share, save, or comment on.

Engagement history: Watching is good, but engaging is better.

Post Info: Post popularity is first here, including not just how many people interact with the content but how quickly they do so. Other factors like date, time, and location come into play here, too.

Viewing history: If you always watch an account's Stories, it will move to the front of your Stories list. If you tend to skip that account's Stories, it will move to the back of the line.

Poster info: This signal aims to determine how interested you might be in the account that posted a particular piece of content, using signals like how often people have recently interacted with their account.

Closeness: This is similar to your history with the poster for the Feed algorithm, except in this case the algorithm is specifically evaluating how likely you are to be friends or family. This is a tough one for brands, so focus on the first two.

Your history with the poster: You're more likely to see content from people you follow, message with, or otherwise engage with. For brands, this means it's critical to encourage and respond to follower engagement.

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F O ALGORITHM BREAKDOWN

The known ranking signals for:
Facebook Feed Algorithm

The known ranking signals for:
Instagram Reels Algorithm

Facebook connections: Your Feed will primarily be filled with content from people and Pages you follow and interact with. All the more reason to encourage your followers to engage with your content!

Content type: Users who watch videos get more videos. Users who interact with photos get more photos, and so on.

Likelihood of user engagement: This is a prediction of your likelihood to comment on, like, or share a post, based on your past activity.

Relevancy score: This is a guess at how "meaningful" you'll find a post. It includes factors like whether a post appears to be clickbait or link to a low-quality webpage, both of which reduce exposure through the algorithm.

Your activity: The content you like, share, save, or comment on.

Your history with the poster: This is less relevant here than in the Instagram Feed, but it can be an added bonus.

Reel info: Basic details like audio track and visual, as well as that ever-important level and speed of engagement.

Poster info: Here this includes number of followers and level of engagement.

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ALGORITHM BREAKDOWN

The known ranking signals for:
LinkedIn Feed Algorithm

Identity: How closely you're related to a follower or someone in your extended network. Your skills and profile location are also factors.

Content: Factors like content popularity, what and whom is mentioned, and how meaningful the discussion in the comments section is.

Member activity: Which groups, hashtags, pages, and people someone follows and their social interactions with posts on a similar topic.

The known ranking signals for:
X Reels Algorithm

User connections: Which accounts and topics the user already follows.

Content quality: Whether a post is "relevant, credible, and safe." Abusive and spammy content will not be recommended.

Popularity: Both in general, and specifically how people in your network are interacting with the post.

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SOCIAL MEDIA RESOURCES

Manychat: Automates conversations with followers via chatbots on platforms like Facebook and Instagram, helping engage and guide users to take actions like purchasing or signing up.

Sprout Social: A social media management tool that lets you schedule posts, track analytics, and monitor social media conversations all in one place.

Adobe Premiere: A professional video editing software used to create and refine high-quality videos for social media, offering powerful tools for editing, effects, and sound.
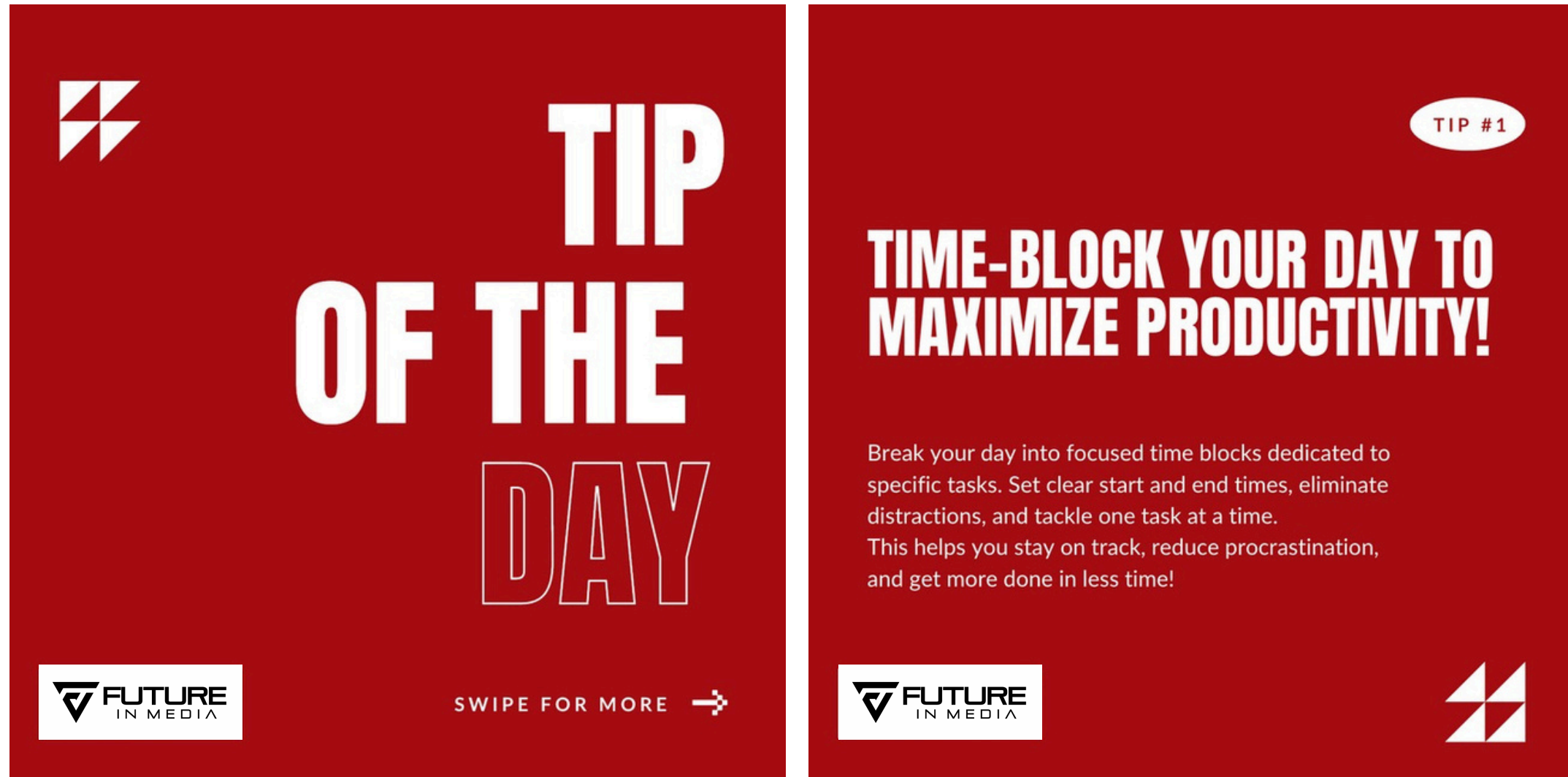
Canva: A user-friendly design platform for creating eye-catching social media posts, graphics, and stories with customizable templates.

CapCut: An easy-to-use video editing app designed for creating quick, engaging videos directly from your phone for social media platforms like TikTok and Instagram.

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CREATIVE TEMPLATE SLIDE 1

Post Mockup

Please click **here** to access the customizable social media assets and instructions from Toolkit #1.

- **Format:** Static Image
- **Description:** Coaches can share a daily or weekly tip on a relevant business topic.
- **Customizable Elements:**
  ○ Add your business insight or tip.
- **Why it Works:** Easy to create and positions the coach as a helpful resource. **Must Haves:** Include
- your Logo/Branding

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CREATIVE TEMPLATE SLIDE 2

CLIENT SUCCESS STORY!

We streamlined her operations, optimized her pricing structure, and implemented targeted marketing campaigns.

MEET JANE!

DESIGNER

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Post Mockup

Please click here to access the customizable social media assets and instructions from Toolkit #1.

- **Format:** Static Image
- **Description:** Coaches can share a daily or weekly tip on a relevant business topic.
- **Customizable Elements:**
  - Insert a client's testimonial or a case study.
  - Use an image of the client (if allowed) or a relevant graphic.
  - Add a quick description of how you helped the client achieve their goals.
- **Why it Works:** Builds credibility and inspires potential clients to take action. **Must Haves:**
- Include Your Logo/Branding

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CONCLUSION & NEXT STEPS

Maximize Your Impact:

- **You've got the tools—now it's time to implement. Remember, consistency is key to building your brand and reaching your audience.**

Stay Agile:

- **Social media is constantly evolving. Stay adaptable and use the platform breakdowns and resources to adjust your strategy as needed.**

Next Steps:

- **Set Your Goals:** Define what success looks like for your social media strategy. Whether it's engagement, leads, or brand awareness, be clear on your KPIs. **Build Your Content**
- **Calendar:** Use the posting cadence and recommended times to plan your first month of content. **Utilize the Templates:**
- Leverage the creative templates to maintain a cohesive, professional look across platforms. **Monitor and Adjust:** Track your
- progress weekly. Analyze what's working and tweak your approach to improve your results.

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Thank you!

REACH OUT TO THE FUTURE IN MEDIA TEAM IF YOU
HAVE ANY QUESTIONS OR NEED FURTHER GUIDANCE.

YOU'RE NOT ALONE IN THIS—LET'S BUILD YOUR SOCIAL
MEDIA PRESENCE TOGETHER!

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