



SOCIAL MEDIA FOR BUSINESS

WITH NICKY KRIEL

www.signalbizhub.org



How to Develop Your Twitter Plan in a Morning

Nicky Kriel

Signal Bordon



Since we're talking about Social Media...

- You are welcome to connect with me on
- LinkedIn – Nicky Kriel
- Twitter - @NickyKriel
- Nicky Kriel everywhere



Trained and spoken
in:

- India
- Greece
- U.A.E
- Qatar
- Cyprus
- U.S.A



Worldwide lists in 2019:

- Top 50 Social Media Marketing Influencers by TopRank
- Top 25 Social Media Influencers to Follow in 2019 by SEOBasics
- Top Digital Marketing Influencers and Experts Worldwide by Inbassador
- Most Influential Women in Marketing and Social Media by GaryFox

What we are going to cover today



How to plan your monthly content



How to get organised so it is easy



**How to get inspired and resources
so that you never run out of ideas**

Benefits of planning



Benefits of planning

- Don't miss important dates
- Consistent converting content in your feed
- Create content in batches to save time
- Schedule in bulk to save time
- Never waste time wondering what to post today
- Saves hours each month

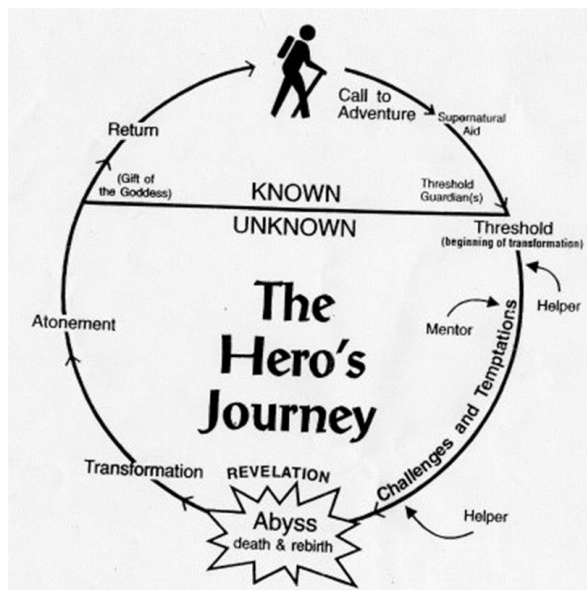
Purpose of posting on Twitter

- Build Trust (Know, Like & Trust)
- Help your customers along the Buying Journey
- Keep you Top-of-Mind
- Keep your existing customers happy
- Build relationships

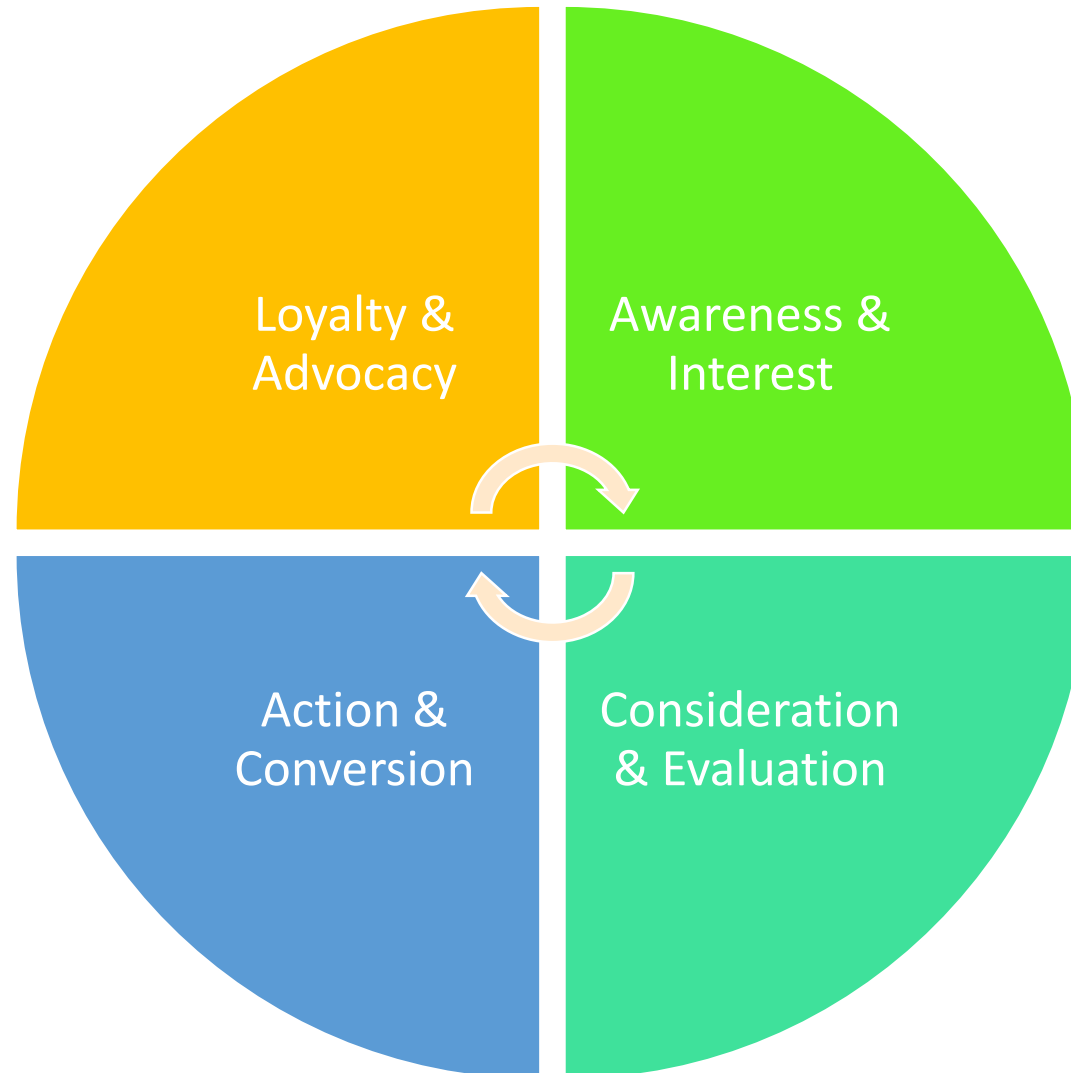


Joseph Campbell

- The Hero with a Thousand Faces (1939)
- The Hero's Journey



Buyer's Journey





Customer = Hero

- Everyone is the hero in their own story
- Well-defined Buyer Persona
- Really need to understand where the customer is at the start of the journey
- Where they want to go
- What's stopping them from buying from you



You = Role of the Guide

- Insight into situation
- Wise advice
- Educate them to overcome obstacles
- Build hero's confidence

Converting Content



Builds Trust (Know, Like & Trust)



Helps your customers along the Buying Journey



Keeps you Top-of-Mind



P.S. You can plan this content ahead of time

5 Easy Steps to a Twitter Plan

1

Work out
your
categories

2

Decide
frequency of
posts

3

Fill in your
calendar

4

Curate,
Create and
Repurpose

5

Schedule

A close-up photograph of a person's hands holding a blue credit card over a payment terminal. The card is being held in a way that it is about to be inserted into the terminal. The background is slightly blurred, showing a white surface and a person's arm in a plaid shirt. A semi-transparent white circle is overlaid on the left side of the image, containing text.

Create Content that Converts

- Know how your customers thinks & feels
- Match content with the Buyer's Journey
- Create in batches
- Repurpose
- Curate

Categories

- What do I want to share about the business?
- What am I selling?
- Who am I trying to attract?



Suggestions to add to your Categories



Quotes



Behind-the-scenes



Location



What other people say about you (Reviews, testimonials)



Products/Services



Community/ Charity

How often?



When?



SIDNEY



LONDRES



MONTERREY



VANCOUVER



NEW YORK

Blank
Calendar

MARCH 2019

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 24 | 25 | 26 | 27 | 28 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |



Add your Key Dates

- Events
- Product Launches
- Seasonal Sales
- Promotions
- Exhibitions/Shows
- Planned Blog Posts

WAKE ME UP
WHEN I'M
FAMOUS

#1. Content that
keeps you top-of-
mind

Maya Angelou

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”





Warm Fuzzy

- Quotes
- Inspirational images and videos
- Anything that encourages engagement
- Days of the year
- Days of the week

A hand holding a glowing lightbulb against a warm, orange-red background. The hand is positioned on the right side of the frame, with the fingers wrapped around the base of the bulb. The bulb is illuminated, casting a soft glow. The background is a gradient of warm colors, from light orange at the top to a deeper red at the bottom. A large white circle is overlaid on the left side of the image, containing the text.

Tips for Inspiration

-
- Quotes
 - Days of the Month
 - Days of the Week

Stencil

Stencil

Features

Pricing

Blog

More ▾

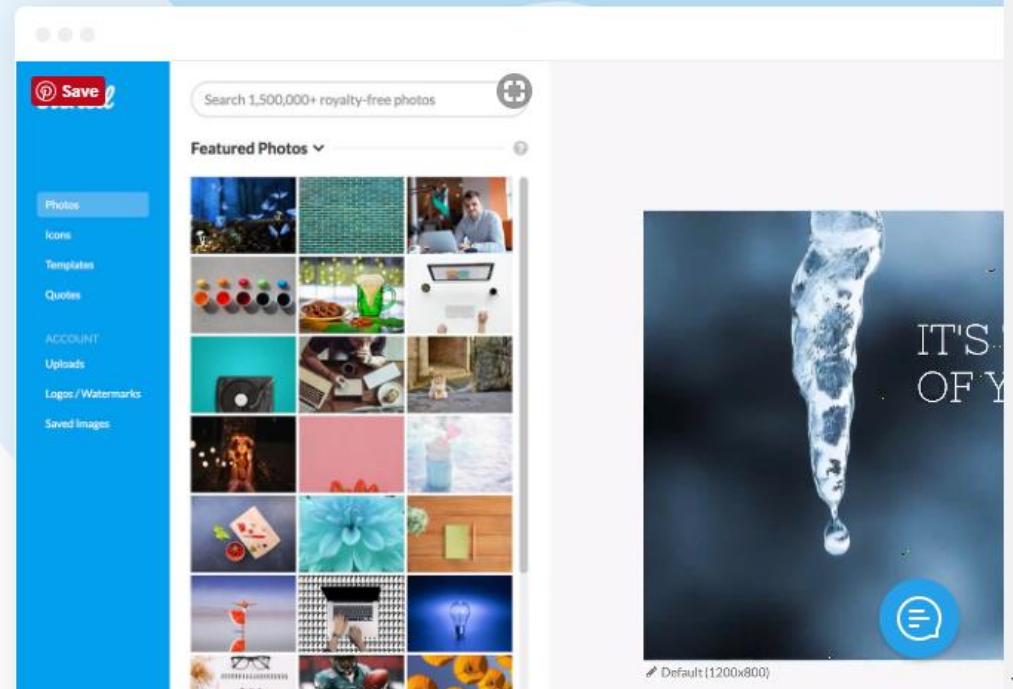
Login

Get Stencil

The fastest way to improve
your visual marketing.

Ridiculously simple image creation for social media
marketers, bloggers and small businesses.

Start creating images



Select an image & layout

The image shows a screenshot of the Stencil website interface. On the left is a blue sidebar with the Stencil logo and navigation options: Photos, Icons, Templates, Quotes, ACCOUNT, Uploads, Logos / Watermarks, and Saved Images. The main content area features a search bar with the text "coffee" and a search results grid of 12 coffee-related images. A larger, detailed view of one image is shown on the right, featuring a coffee cup surrounded by coffee beans on a wooden surface. The detailed view includes a top bar with "10 IMAGES LEFT THIS MONTH", an "UPGRADE PLAN" button, and a "My Account" dropdown. Below the image are icons for refresh, zoom, and share. At the bottom are buttons for "Save", "Download", and "Preview & Share".

Stencil

coffee

Search results

10 IMAGES LEFT THIS MONTH

UPGRADE PLAN

My Account

Twitter - 1200x675

Save

Download

Preview & Share

Add a quote & tweak the fonts

The screenshot shows the Stencil website interface. On the left is a blue sidebar with the Stencil logo and navigation options: Photos, Icons, Templates, Quotes (highlighted), ACCOUNT, Uploads, Logos / Watermarks, and Saved Images. The main content area has a search bar with 'coffee' entered. Below the search bar, it says 'Search results' with a dropdown arrow. Three quote cards are visible, each with a background image and text. The first quote is by Alex Levine, the second by David Lynch, and the third is partially visible.

<https://getstencil.com/app/countdown?clean=1>

The screenshot shows the Stencil app interface. At the top, there's a notification '10 IMAGES LEFT THIS MONTH' and a 'UPGRADE PLAN' button. A user profile 'My Account' is visible. The main content area displays a quote card for David Lynch. The quote is 'Even bad coffee is better than no coffee at all.' The background image shows a coffee cup surrounded by coffee beans. The quote is in a cursive font. Below the quote, it says 'David Lynch'. At the bottom, there are three buttons: 'Save', 'Download', and 'Preview & Share'.

Days of the Year

The screenshot shows the top section of a website. In the top left corner, the logo reads "DAYS of The YEAR". In the top right corner, there is a search bar with a magnifying glass icon and the text "Search...", and a purple button with a calendar icon and the text "Browse Calendar". The main content area has a dark purple background with white text that says "Browse all of the weird holidays on..." followed by "1st March, 2019" in a large, bold font. At the bottom of the screenshot, there are three small, partially visible image thumbnails: the first shows a person's face, the second shows a group of people's faces, and the third shows a person's arm.

22nd March

DAYS of The YEAR

Search...

Browse Calendar



22nd MAR Gryffindor Pride Day



Save

22nd MAR Goof Off Day



22nd MAR World Water Day



22nd MAR As Young As You Feel Day



18th - 24th MAR Introverts Week

<https://www.daysoftheyear.com/days/goof-off-day/>

Easil's Blog



[FEATURES](#)

[TEMPLATES](#)

[PRICING](#)

[LEARN](#)

[LOGIN](#)


[START NOW - IT'S FREE! >](#)

APRIL

CONTENT CALENDAR


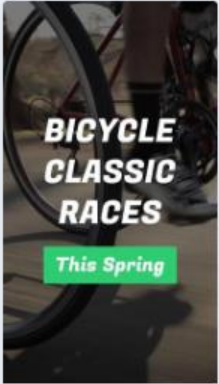

[IDEAS + TEMPLATES]


Wave.video

wave.video Templates Calendar Pricing Resources ▾ Learn ▾ My Projects 

Free Social Calendar [Share](#)

March 2019

| Sunday 24 | Monday 25 | Tuesday 26 | Wednesday 27 | Thursday 28 | Friday 29 | Saturday 30 |
|---|--|---|---|---|---|--|
| <p>National Chocolate Covered Raisin Day</p> <p>#SundaySwe...</p> | <p>#MindfulMon...</p> <p>National Medal of Honor Day</p> | <p>What are some of the top companies you would like to work for and why?</p> <p>#TopicTuesday</p>  |  <p>BICYCLE CLASSIC RACES</p> <p>This Spring</p> | <p>#Throwback...</p> <p>National Something on a Stick Day</p> | <p>#FreebieFriday</p> <p>WIN A VOUCHER</p> <p>\$100</p> <p>#FreebieFriday</p> |  <p>INDIE FESTIVAL</p> <p>THIS WEEKEND</p> <p>#SocialSaturday</p> <p>National Doctor's Day</p> |



Recurring Hashtags by Days of the Week

#TransformationTuesday

#TipTuesday or #TuesdayTip

#TravelTuesday

#TuesdayTreat

#WayBackWednesday or #WBW

#WisdomWednesday or #WednesdayWisdom

#WellnessWednesday

#WomanCrushWednesday or #WCW

#HumpDay

Twitter Analytics: Events Tab

Browse events on Twitter

Search for events by name

- Overview
- Events
- Sports
- Movies
- Recurring trends**

#FBF (Flashback Friday)

#FF (Follow Friday)

#HumpDay

#MCM (Man Crush Monday)

#MotivationMonday

#MusicMonday

A dimly lit office scene where two business professionals are shaking hands over a desk. In the foreground, a laptop displays a dashboard titled "Company's Growth" with a world map and various data visualizations. A coffee cup and a small potted plant are also on the desk. The background shows a grid-patterned wall with some papers.

#2.
Content
that builds
Trust



Build Trust

- Show that you know your stuff
- Show that you are human
- Share helpful information for your customer
- Help others
- Share what other people say about you
- Help people know what you do



Type of Content to Build Trust

- Behind-the-scenes
- Your why
- Industry News
- Stories of your clients' success or case studies
- Ways that you are supporting community/charities/environment/local business

Behind-the-Scenes

- Take pictures of everything
- Encourage everyone in the company to get into the habit of taking pictures
- Record video via your smartphone
- Use apps like Boomerang for fun
- Go live on Twitter





Give people a
sneak peek into
your world



Curating Industry News

Spend 30
minutes on
Google



Twitter Lists



Tweets 44.9K Following 19.1K Followers 23.5K Likes 28K **Lists 134** Moments 7

Edit profile

Nicky Kriel ✓

@NickyKriel

Award-winning Social Media Consultant,
International Trainer, Speaker & Author.

Subscribed to **Member of**

ICTT2017video

25 Members



Create a list

A list is a curated group of Twitter users
and a great way to organise your
interests. [Learn more](#)

Create your own list

× **Create new List** Next

Name
Add a List name 0/25

Description
Add a description 0/100




Make private
Only you can view a private List

Subscribe to someone else's list

The screenshot shows the Twitter interface for a list named 'SMMW19 Speakers' created by 'Social Media Examiner' (@SME Examiner). The page is divided into several sections:

- Navigation:** Home, Hashtags, Notifications, Messages, Search Twitter, and a profile for Nicky Kriel.
- List info:** Shows the creator 'Social Media Examiner' and the list name 'SMMW19 Speakers'.
- People:** A table showing the number of members and subscribers.
- Who to follow:** A list of suggested accounts to follow, including 'Copywriting School', 'WAITTA Incite Awards', and 'Reg Sorrell'.
- Trends for you:** A section showing trending topics, with 'Ethiopian Airlines' being the top trend in the United Kingdom.

| People | |
|-------------|-------|
| Members | 119 > |
| Subscribers | 89 > |

| Who to follow | |
|--|------------------------|
|  Copywriting School @CopywritingSch | Follow |
|  WAITTA Incite Awards @inciteawards | Follow |
|  Reg Sorrell @regsorrell | Follow |

| Trends for you | |
|----------------------------|-----------------------------|
| Trending in United Kingdom | |
| Ethiopian Airlines | 149K Tweets |
| World news | No survivors from Ethiopian |

Add your lists to a Dashboard like Tweetdeck

The image shows a screenshot of the TweetDeck interface, which is a multi-column dashboard for viewing tweets. On the left is a dark sidebar with navigation options: Tweet, Search Twitter, Home (@NickyKriel), Notifications (@NickyKriel), Messages (@NickyKriel), Trending, Add column, Collapse, Accounts, Settings, and a profile for Nicky Kriel (@NickyKriel). The main area is divided into columns for different lists:

- Column 5: SocialMediaMarketingWorld**
 - Sam B Retweeted
 - Derek J** @ddj12121985 14m: Enter for a chance to win \$50 USD PayPal cash or \$50 USD Amazon Gift Card from @jaafarlaila2 and @jbhmediaone! Giveaway is open WORLDWIDE, void where prohibited. Enter NOW! #win #giveaway #paypalcash #amazongiftcard #giftcard wn.nr/zyRrQv
 - Brenda Kyle (Green) Retweeted
 - Steve Dotto** @dottotech 10h: Overwhelmed by Email? You are not alone. But I have a plan! 3 Steps to Inbox Zero Get control over your Inbox, STARTING NOW! #askdottotech bit.ly/2sB0PDD bit.ly/2sB0PDD?utm_so...
- Column 6: SMExaminer Contributors**
 - stephanie Retweeted
 - Emma Wedekind** @EmmaWe... 19h: I would much rather work with a person who might take longer to learn, but who's motivated and enjoys collaboration, than someone who knows it all. Don't undervalue soft skills and motivation. They're more important, in my opinion, than specific domain knowledge.
 - Neal Schaffer** @NealSchaffer 3m: The Seven Different Types of Infographics and When to Use Them via @Infobrandz #socialmedia #marketing nealschaffer.com/types-of-infog...
- Column 7: SMMW18 Speakers**
 - Ramon Ray** @ramonray 1m: there is a HUGE proliferation of tools and information to start your business - but it can also be overwhelming - Jenn Garbach of #capitalonehouse #sxsxw #SXS2019
 - Tamara McCleary** @TamaraMc... 2m: I spoke live with @aliciatillman #CMO @SAP from the SAP House at #SXS2019 on humanizing technology. Watch now pscp.tv/w/1yoJMjAAbXRx... #robotics #AI #FutureofWork #DigitalTransformation
 - Neal Schaffer** @NealSchaffer 3m: The Seven Different Types of Infographics and When to Use Them via @Infobrandz #socialmedia #marketing nealschaffer.com/types-of-infog...

At the bottom left, the URL https://twitter.com/airport_girl is visible.

Other Sources of Great Content

- LinkedIn
- Quora
- Reddit
- BoredPanda
- Pinterest
- Slideshare
- Postplanner



A close-up photograph of a person's hands using a credit card at a payment terminal. The person is holding a blue credit card and inserting it into the terminal. The terminal is a dark blue device with a keypad and a small screen. The background is slightly blurred, showing a white counter and a person wearing a plaid shirt. The overall scene is dimly lit, with a soft glow from the terminal.

#3. Content for the Buying Journey

Remember Your
Customer has
Obstacles



The Buying Journey - Content



Answer FAQ



Tips



Product or service information



How things work



What other people say about you

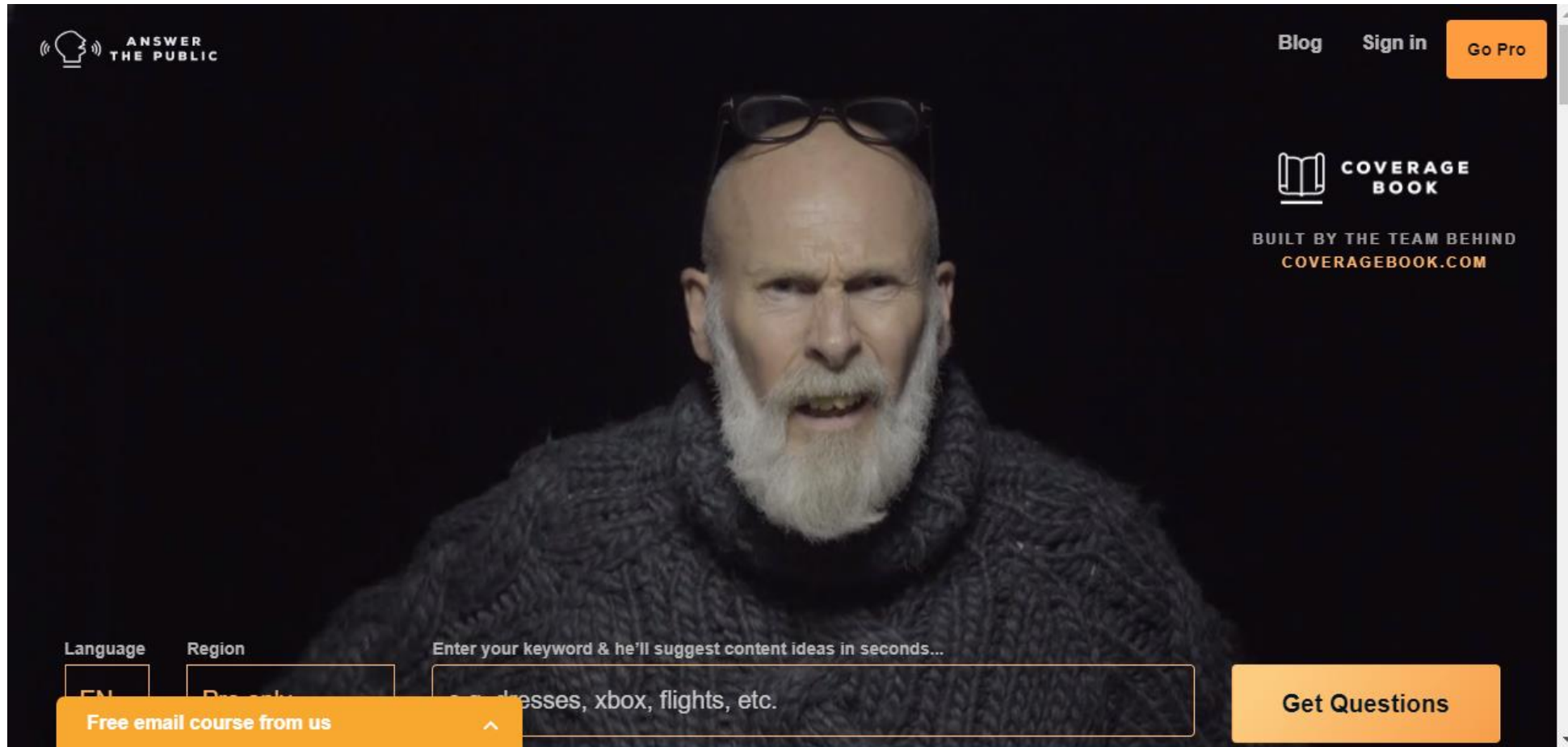


Behind-the-scenes (about your product or service)

A man with short, light-colored hair and a beard is sitting at a desk, looking at a laptop. He is wearing a brown, textured coat over a dark turtleneck. His right hand is resting on his chin, and his left hand is on the laptop keyboard. The background is a window with a grid pattern, showing a blurred outdoor scene. The overall lighting is soft and slightly dim, creating a professional and focused atmosphere.

Answer Questions Your
Customer May Have

Answerthepublic



ANSWER THE PUBLIC

Blog Sign in Go Pro

COVERAGE BOOK

BUILT BY THE TEAM BEHIND
COVERAGEBOOK.COM

Language Region

Enter your keyword & he'll suggest content ideas in seconds...

Free email course from us

addresses, xbox, flights, etc.

Get Questions

The image shows two graduation caps (mortarboards) repurposed as pendant lights. They are hanging from thin black cords against a plain, light-colored wall. The interior of each cap is lined with a textured, reddish-brown fabric, and a small, glowing light bulb is visible inside each. The overall lighting is soft and warm.

Repurpose

You already have content that can be recycled



Repurpose

- Blog content that you can use to create social media posts
- Blog content that can be used to create a video or infographic or Slideshare

Repurpose

- Company images that can be used as visual images or videos
- Evergreen content that you can reshare



Tools



Autogenerate content Trylately.com

The screenshot displays the 'Autogenerate Social Posts' interface on Trylately.com. The main panel is dark teal and contains the following elements:

- Autogenerate Social Posts** (Title)
- Autogenerate from Link** (Toggle)
- Input field: `https://www.nickykriel.com/blog/twitter/optimize-twitter-profile/`
- #** Add Hashtags (Section Header)
- Input field: `Add Hashtags`
- Text: `Separate multiple hashtags by comma. (Ex: #trylately, #rocks)`
- Folder icon and dropdown menu: `Foundational`
- Additional Options** (Expandable section)
- [Manage Defaults](#) (Gear icon)
- RESET** (Button)
- AUTOGENERATE CONTENT** (Green Button)

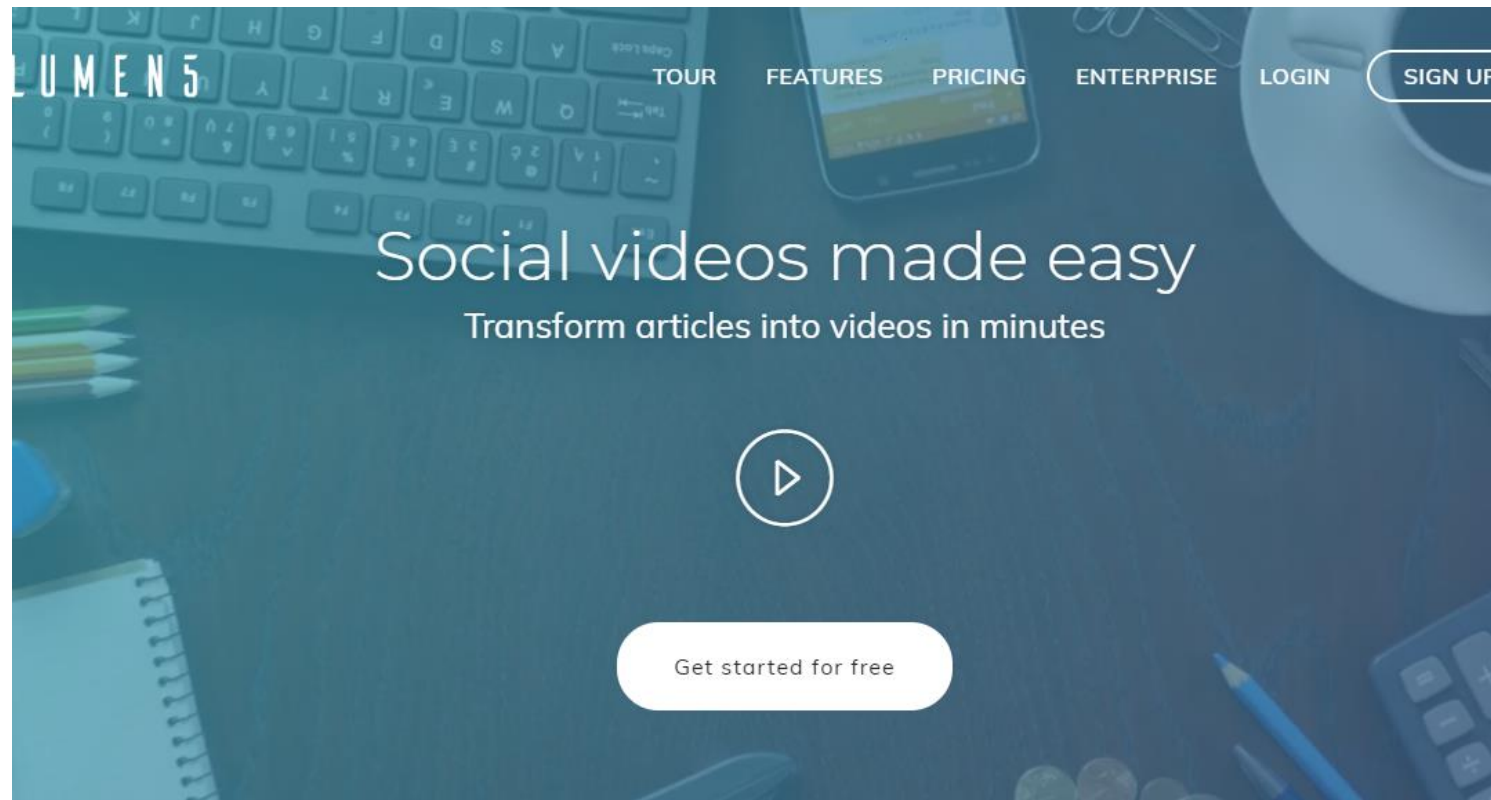
Below the main panel, a status bar indicates: **50 Temporary Drafts Generated** and `Source: https://www.nickykriel.com/blog/twitter/optimize-twitter-profile/`

On the right side, there are two panels:

- Sources**:
 - `https://www.nickykriel.com/blog/twitter/optimize-twitter-profile/` (Highlighted in green)
 - `https://events.socialmediaexaminer.com/a-member/aff/go/nickykriel`
- Bulk Schedule** (Expandable section):
 - Frequency: `1 PER DAY, ETC.`
 - Time of Day:
 - `Pick Automatically` (with help icon)
 - Time selection: `1` : `55` `PM`

A green **Help** button is located at the bottom right of the interface.

Lumen5



Wave.video

The screenshot displays the Wave.video template gallery. On the left is a sidebar menu with the following categories: All Templates, Art & Culture, Business (highlighted with a dropdown arrow), Back to School, Black Friday, Blog Promotion, Retail, Services, Video Marketing, and Education. The main area shows a grid of video templates:

- 10 Hacks Webinar:** A purple-themed template with the text "webinar 10 Hacks to Increase Engagement" and a duration of 0:18.
- Business Meetup:** A cityscape-themed template with the text "BUSINESS MEETUP SEP 20, 7 PM | Prudential Center" and a duration of 0:22.
- Pro Photography Tips:** A dark-themed template with the text "PRO photography TIPS" and a duration of 0:15.
- SEO Optimization for Video:** A light blue template featuring a woman's face and the text "SEO OPTIMIZATION FOR VIDEO TITLES" with a duration of 0:30.
- Thank you for bringing your best to work day after day:** A template showing a group of people in a meeting with the text "Thank you for bringing your best to work day after day" and a duration of 0:10.
- How to Create Marketing Videos:** A template showing a man's face and a grid of social media icons with the text "How to Create Marketing Videos" and a duration of 0:10.

Easil

The screenshot displays the Easil design tool interface. At the top, there is a dark navigation bar with the Easil logo on the left, followed by 'My Designs' and 'Create New Design' in white text. On the right side of this bar are two buttons: a yellow 'Upgrade' button and a grey 'Help' button with a question mark icon. Below the navigation bar, the main area is titled 'Create New Design' in white. A row of eight design templates is shown, each with a preview image and a label below it: 'Instagram' (a teal background with white text), 'Facebook Post' (a dark blue background with red and white text), 'Facebook Cover' (a dark background with white text), 'Poster' (a white background with black and red text and food items), 'Business Card' (a red background with white text), 'Twitter Image' (a light blue background with white text and food items), 'TV Screen' (a blue background with white text and a person), and 'Facebook Advert' (a brown background with white text and a person). Below this row, there is a light grey sidebar on the left with a back arrow and the text 'My Designs'. It contains a search bar with the placeholder text 'search all...', a 'Sizes' dropdown menu, and a partially visible 'Documents & Presentation' section. The main workspace on the right shows a white canvas with a dashed border, a plus sign icon, and the text 'CREATE FROM BLANK'. To the right of the canvas is a preview of a 'End of Season SALE' banner with a star icon in the top right corner.

Pablo

The screenshot displays the Pablo design tool interface, which is organized into several functional areas:

- Top Navigation:** Includes the Pablo logo, a "Templates" dropdown menu, and a "Get started with Buffer" button.
- IMAGES Panel:** Features a search bar for "600k+ images", a "SHUFFLE" button, and a vertical gallery of image thumbnails. The first thumbnail shows a person on a beach, which is currently selected. An "Upload Image" button is located at the bottom of this panel.
- CANVAS Panel:** The central workspace where the selected image is placed. It includes a "REPOSITION" button. The image of the person on the beach is shown with a quote overlaid in a white script font: "The best and most beautiful things in the world cannot be seen or even touched they must be felt with the heart." - Helen Keller.
- Right Panel (Styling):** Contains three main sections:
 - SIZES:** Offers three preset size options, with the first one selected.
 - FILTERS:** Includes a "RESET" button and a "Light Contrast" filter currently applied to the image.
 - TEXT:** Provides three text layout options: "Header", "Body" (which is selected), and "Caption". Below these is an "Add Quotes" feature with left and right navigation arrows.
- Bottom Panel:** A prominent blue "Share & Download" button.

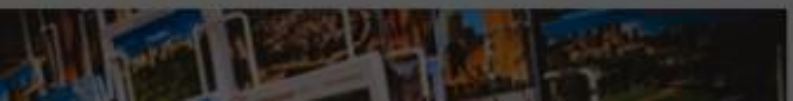
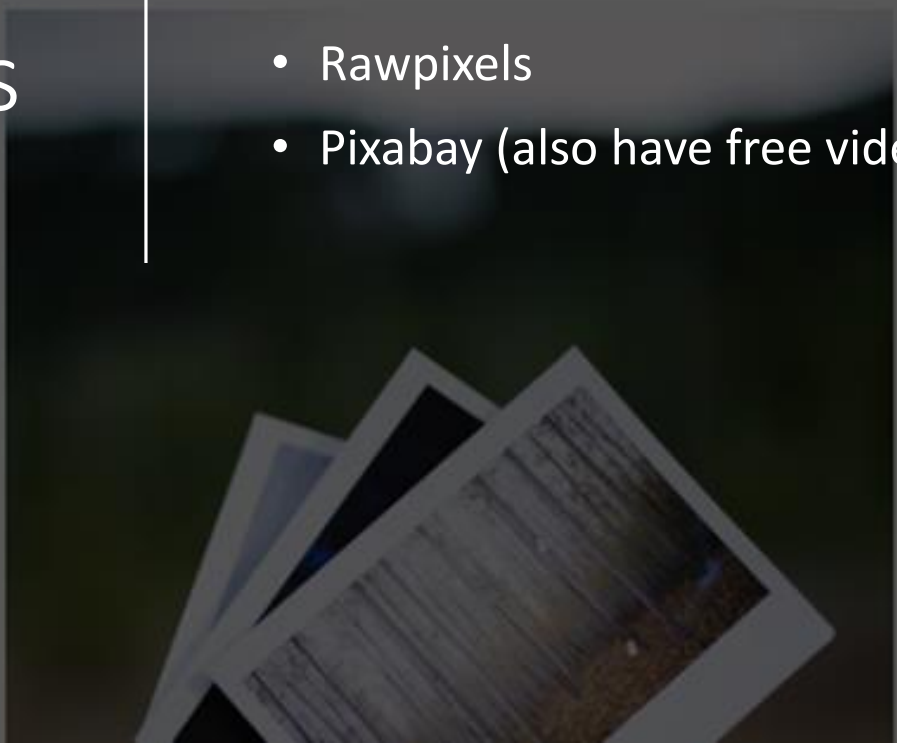
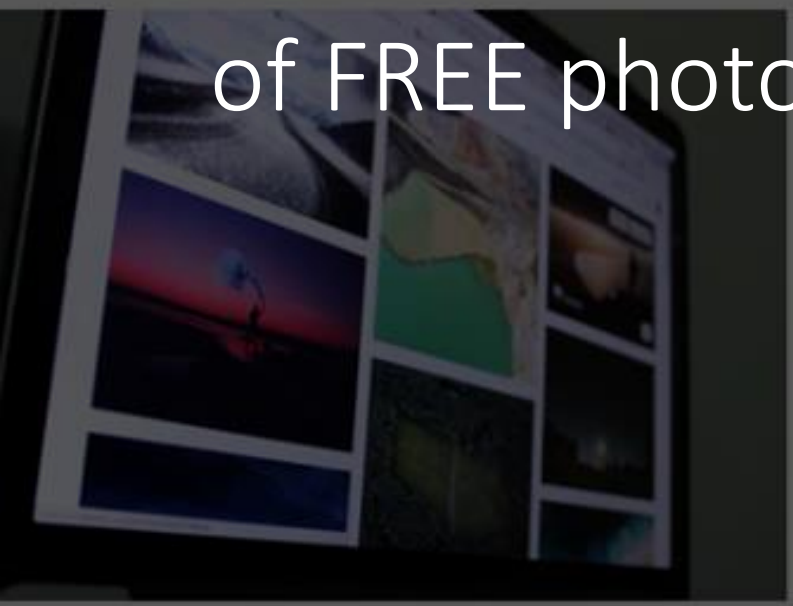


Images

Photos 3.4k Collections 69 Users

Great sources of FREE photos

- Unsplash
- Pexels
- Rawpixels
- Pixabay (also have free video clips)



Schedule Your Content



Schedule

Use tools:

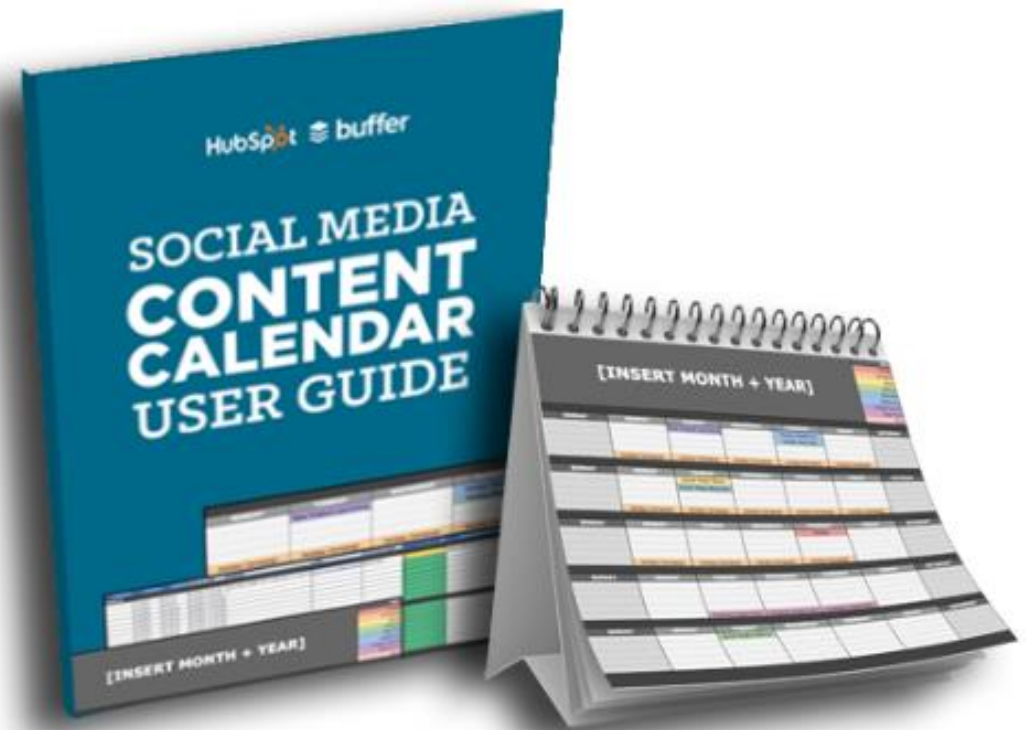
- Hootsuite
- Buffer
- Lately

Frees up time to engage with people

The screenshot displays a social media scheduling tool interface for the month of September 2016. The interface is organized into a grid with columns for each day of the week (MON, TUE, WED, THU, FRI, SAT) and rows representing different times of the day. Each cell in the grid contains a scheduled post, including a time, a thumbnail image, and a snippet of the post's text. The posts cover a variety of topics related to social media marketing, such as influencer marketing, social media strategy, and engagement tips. The interface also includes navigation tabs at the top (Lately, Setup, People, Planning, Content, Omni-Analytics, Data) and a search bar on the right side.

Free Social Media Calendar Template

HubSpot   buffer





Analyse to improve

- Twitter Analytics
- Google Analytics
- Your Scheduling Platform
- Followerwonk
- Tweetreach

Questions?

- Twitter @NickyKriel
- LinkedIn Nicky Kriel
- nicky@nickykriel.com

