

Be a Social Media Superstar

Be a Social Media Superstar ~ Calendar

Use this calendar as a guide to setting yourself firmly on the road to social media superstardom.

Week 1: Finding Your Purpose – And your Inspiration	
Monday	
<p>A.M.</p> <p>1. Brainstorm what social media superstardom looks like to you:</p> <ul style="list-style-type: none">• Which media?• Which audience?• What is your main message?• Why do you want to help them?• What's "in it" for you?• What's "in it for them?" <p>Envision yourself as a social media superstar...</p> <ul style="list-style-type: none">• 6 months from now• 1 year from now• 3 years from now• 5 years from now <p>Really throw yourself into this process and make notes.</p> <p>2. Determine what you will need to have in place at each of these stages.</p> <p>Don't worry if you "don't really know yet". Do the best you can – plans are flexible, and can be adjusted.</p> <p>(Use mind-mapping software such as Blumind or Mindmeister, if that helps you visualize and mentally organize.)</p>	<p>P.M.</p> <p>1. Familiarize yourself with experts in your chosen social media sites, as well as top generally-used sites such as Facebook and Twitter.</p> <ul style="list-style-type: none">• Choose at least three to five experts to follow.• Choose at least five social media authority blogs to follow. Divide these into<ul style="list-style-type: none">○ Ones you will read every day○ Ones you will check once or twice a week• Now choose two more authority blogs you will check for new posts or news daily. <p>2. Make a daily plan for social media study, including:</p> <ul style="list-style-type: none">• Your top influencers• Your daily blogs <p>Figure out the best time of day for this particular study area and work it into your daily schedule.</p> <p>3. Study as planned. (Be sure to time yourself to see if your estimate is accurate.)</p>

Be a Social Media Superstar

Tuesday	
<p>A.M.</p> <ul style="list-style-type: none">• Decide which social networks you need to maintain a regular presence on.• Decide how often you will visit; and for how long• Make several brief visits during the morning, noting the name and time whenever you find members of your target audience or current list actively engaged.	<p>P.M.</p> <ul style="list-style-type: none">• Study your social media blogs and experts as planned• Make several brief visits to your social networks during the afternoon, noting the name and time whenever you find members of your target audience or current list actively engaged.• Do the same for the evening
Wednesday	
<p>A. M.</p> <ul style="list-style-type: none">• Study your social networks. Make notes of:<ul style="list-style-type: none">○ Audience questions○ Audience complaints○ Audience comments○ Tips• Brainstorm ideas for:<ul style="list-style-type: none">○ Articles○ Product ideas (webinars, eBooks, guest posts, etc.)• Sign up for any additional social networks you need to maintain a presence on• Make several brief visits during the morning, noting the name and time whenever you find members of your target audience or current list actively engaged.	<p>P. M.</p> <ul style="list-style-type: none">• Study your social media blogs and experts as planned• Make several brief visits to your social networks during the afternoon, noting the name and time whenever you find members of your target audience or current list actively engaged.• Do the same for the evening, as your schedule allows. Compare today's social network activities with the previous days. Are the heavy periods of engagement the same?• Get ready to track, using analytics:<ul style="list-style-type: none">○ Prepare surveys and polls○ Make a list of questions you want to ask your target audience○ Sign up for any analytics apps or services○ Check out and familiarize yourself with native analytics on your social networks

Be a Social Media Superstar

Thursday	
<p>A.M.</p> <ul style="list-style-type: none"> • Check your social networks. Answer questions, comment on posts, find top people to follow • Make a note of article, question or product ideas • Create a profile for your ideal target audience member. Even if you know them well, don't skip this step. If you have a particular person in mind, write the profile. Include: <ul style="list-style-type: none"> ○ Age ○ Gender ○ Income ○ Marital/family status ○ Education ○ Profession ○ Interests ○ Biggest concerns expressed on social media ○ Types of posts (s)he responds to the most • From now on, keep that particular person in mind before posting a thing on any network. Write directly "to" this person. 	<p>P.M.</p> <ul style="list-style-type: none"> • Check authority blogs and official social network blogs you are subscribed to • Make a note of article, question or product ideas • Make a note of post ideas. Create a file of evergreen posts for each network, for those days when you (a) just don't have time (b) can't think of a thing to write • If you haven't already done so, plan a Facebook Page. <p>Select:</p> <ul style="list-style-type: none"> ○ Branding elements ○ Colors ○ A Profile Photo ○ How you will produce Cover Photos <p>Identify:</p> <ul style="list-style-type: none"> ○ Keywords you want to rank for <p>Write:</p> <ul style="list-style-type: none"> ○ Your bio or summary for each network, using your keywords
Friday	
<ul style="list-style-type: none"> • Check your social networks. Answer questions, comment on posts, thank people, share their posts • If you haven't already created a blog, begin to plan it. Search for a domain name and register it. 	<ul style="list-style-type: none"> • Check authority blogs and official social network blogs you are subscribed to • Make a note of article, question or product ideas • Set up your new blog, making sure you have at least one article to post

Be a Social Media Superstar

Saturday	
A.M. <ul style="list-style-type: none">• Check your social networks. Answer questions, comment on posts, find top people to follow• Make a note of article, question or product ideas• Check authority blogs and official social network blogs you are subscribed to	P.M. <ul style="list-style-type: none">• Plan next week's schedule in detail. Sketch in next month's schedule.• Make rough schedule for year ahead, spacing out offers, contests or interactive content.
Sunday	
DAY OFF WITH FAMILY	DAY OFF WITH FAMILY

Be a Social Media Superstar

Week 2: Setting the habit	
Monday	
A.M. <ul style="list-style-type: none">• Look through your notes. Plan posts for your blog based on these. Pre-write or outsource as many of these as you can.• Upload what you have written to your blog. Pre-schedule, if more than one post.• Create editorial calendar. Plan social shares regarding your posts.• Write or commission follow-up emails for your autoresponder	P. M. <ul style="list-style-type: none">• Make sure you have installed share buttons on your blog in prominent positions• If you haven't already done so, create an Autoresponder list and web form. Install web sign up form on your blog.• Check your social networks. Answer questions, comment on posts, find top people to follow• Make a note of article, question or product ideas• Check authority blogs and official social network blogs you are subscribed to for new ideas
Tuesday	
A.M. <ul style="list-style-type: none">• Learning curve day. Explore new networks, apps, software and analytics.• Adjust your daily schedule if necessary• Check your blog post(s). Reply to any comments.• Share blog post links on social media, using photo, video attachments or infographics to boost share-ability.	P.M. <ul style="list-style-type: none">• Set up YouTube channel• Brand it with your colors or graphic elements• Check your social networks. Answer questions, comment on posts, find top people to follow• Make a note of article, question or product ideas• Check authority blogs and official social network blogs you are subscribed to for the latest news and information• Start brainstorming your signature eBook or product, as well as a simple sign up bonus (template, checklist, free webinar, short report)

Be a Social Media Superstar

Wednesday	
<p>A.M.</p> <ul style="list-style-type: none"> • Check your social networks and blog comments. Interact. • Work on actively growing followers • Refine your Facebook Page • Work on bonus gift. 	<p>P.M.</p> <ul style="list-style-type: none"> • Prepare your bonus sign up gift
Thursday	
<p>A.M.</p> <ul style="list-style-type: none"> • Check your social networks. Answer questions, comment on posts, find top people to follow • Make a note of article, question or product ideas • Check authority blogs and official social network blogs you are subscribed to for new ideas • Work on bonus sign up gift 	<p>P.M.</p> <ul style="list-style-type: none"> • Start working on product
Friday	
<p>A.M. [Option #1]</p> <ul style="list-style-type: none"> • Put together a landing page for your webinar or teleseminar • Investigate and sign up for webinar service, if you don't already have one • Create a Facebook Page for it • Optional: Create a Facebook App for your Facebook page to act as your landing page • Promote and share • Send emails to your existing list. Ask them to share news of your webinar or teleseminar 	<p>P.M. [Option #2]</p> <ul style="list-style-type: none"> • Put together your sign up bonus gift • Create a Facebook App for it promoting either sign up to get it, or a "sample Chapter", if you are planning to give people a taste of an eBook • Install App tab on your Facebook Page • Check and interact on social networks, blog

Be a Social Media Superstar

Saturday	
A.M. <ul style="list-style-type: none">• Write webinar script. Rehearse.• Familiarize yourself with your webinar service• Check and interact on social networks, blog	P.M. <ul style="list-style-type: none">• Prepare promotion schedule and campaign for your first event or product.• Plan guest spots – both yourself on other people’s blogs and soliciting guest authors for your blog.
Sunday	
<p>You’re now well on your way. Take a...</p> <p>DAY OFF WITH FAMILY</p>	