

SOCIAL MEDIA EDITORIAL GUIDE

A nine-step approach to better content that connects and resonates with your audience.



1 AUDIT

Take a look at your current efforts to set a baseline: What are you talking about? How many followers do you have? What are competitors doing?



3 OPTIMIZE

Make sure that all of your social platforms are up to date on imagery and information that match your current brand.



5 WRITE

Don't wait until the day you want to post to create — writing a few weeks before the month begins gives you plenty of time to adjust and see the bigger picture.



7 REVIEW

Once your whole month of content is ready, give it a final review to ensure it's error-free.



9 REPORTING

At the end of each month (or other defined time period), collect relevant data and insights so that you can measure your efforts and adjust messaging, tactics or other opportunities.

2 STRATEGY

Create a document or deck that lays out your: goals, tone/look/feel, pillars, platforms, audiences, content types, tactics, etc.



4 PLAN

Lay out a monthly calendar with topics that highlight priorities, occurrences and other high-level talking points with



6 DESIGN

Once you have post copy, create eye-catching social graphics or photography that tells a story.



8 SCHEDULE

Look at your platform analytics to find the ideal days and times to share your content and schedule them ahead of time for efficiency.



DECODE

DecodeAdvertising.com

OTHER THINGS

PLATFORMS

Your voice will stay consistent throughout social media, but your tone should be tailored to each platform. Instagram is relaxed and conversational, while LinkedIn is professional straightforward.

THIRD PARTY APPS

Want to schedule across multiple platforms and see where all of your content is living? Apps like Buffer, HubSpot or HootSuite will help, plus useful analytical tools for reporting.

REPUTATION MANAGEMENT

Stay active on your platforms and engage with commentors and followers for better user experience. Answering questions, resolving issues and other interactions encourage brand loyalty.