

CONTENT GRID:

The Who, What and Why





“WITHOUT A CONTENT STRATEGY, YOU ARE JUST THROWING SOMETHING AGAINST YOUR SOCIAL MEDIA WALLS, AND HOPING THAT IT WORKS.”

- Katie Lance @katielance

CONTENT GRID

Below are more than 30 content ideas for your social networks. When planning your monthly social media content strategy, refer to this grid for inspiration. Make sure your social media content is consistent with your overall branding and marketing strategy. **Note, this content grid was created for real estate professionals, but it can be modified for any industry. Let this be your guide!**

LOCAL REAL ESTATE	NATIONAL REAL ESTATE	LOCAL & COMMUNITY	PERSONAL INTERESTS
Favorite feature of a listing	Compare home prices	School holiday calendar	Local sports team
Story of a past client	Economy news – MSNrealestate.com	Downtown holiday dates	Downtown holiday dates
Neighborhood #1	Local V. National	Best place to get a burger	Favorite coffee house
Neighborhood #2	Article from NY Times	Why (city) is a great place to live	Favorite winery
Neighborhood #3	Article from Inman News	Elementary school boundaries	Coolest place to get away
Neighborhood #4	Article from Fortune	Story of a relocation client	Best park for kids or dogs
Local market stats	Article from Forbes	Story of giving back	Favorite boutique
Home improvement tips	Article from the WSJ	Article link from local community blog	Family friendly places

CONTENT GRID MUST-HAVES

YOUR BUCKETS OF CONTENT

What types of content are relevant to your business and to your brand? Can you come up with 3-5 'buckets' (or categories) of content that are relevant to your brand?

Example #1: Real Estate Brokerage

Your categories could include: community information, market data, homes for sale, positive reviews and/or real estate news

Example #2: Technology Company

Your categories could include: mobile technology, productivity, technology news and/or tech trends

Example #3: Wine Industry

Your categories could include: wine industry news, wine club specials, happy customers, positive reviews and/or wines of the month.

LIST OF GO-TO SOURCES

You need to have a list of 3-5 go-to sources that you can refer to day in and day out to curate content to post to your social channels.

Example #1: Real Estate Brokerage

Your list of go-to sources may include: Inman News, RIS Media, REALTOR® magazine, The Wall Street Journal, Housing Wire, HGTV.

Example #2: Technology Company

Your list of go-to sources may include: All Things D, TechCrunch, The New York Times, CNET, The Washington Post

Example #3: Wine Industry

Your list of go-to sources may include: Wine Enthusiast, Wine Spectator, Epicurious, and/or Food and Wine.month.

CONTENT GRID: BEST PRACTICES

CONTENT CAN BE:

- **Links to articles**
(make sure to include your own commentary)
Alltop.com and Topix.com are great sources for articles from top bloggers and news sites.
- **Videos**
Instagram and Vine videos can be great sources of content that you create. YouTube is the #2 search engine in the world - search for videos that your audience would like.
- **Questions**
Keep questions simple
(i.e. "Do you prefer (this) or (that)?" or "Do you like 'A' or 'B'")
- **Holiday greetings**
New Years, Memorial Day, Thanksgiving, Winter Holidays
Remember to be brand-appropriate with your messaging here - it's always best to keep holiday greetings short and simple.
- **Seasonal reminders**
Back to school, spring cleaning, tax time, holidays, staying cool in the summer, staying warm in the winter, spring forward, fall back.
- **Photos**
Community photos, client photos, success stories, team, product photos, behind the scenes.

RECOMMENDED MOBILE APPS:

- **Photography and video**
Instagram, Camera+, Over, Diptic, Ptch, Videolicious, Animoto, Vine
- **Content curation**
Zite, Flipboard, Pulse, Feedly
- **Content organization**
Evernote, Instapaper, Google Keep
- **Content grid creation**
Google docs/Google drive
- **Social media management**
HootSuite, Facebook Pages app, HubSpot and Sprout Social

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