

Final Social Media Campaign Report

Jean Mader
“The Golden Age of Charli--RSVP”
705341
Final Summary Report

Publicist: Jaymie Shook
Campaign started: 9/5/16
Campaign ends: 10/17/16
Final report sent: 10/24/16

I. Training

Date	Week Starting	Training	Notes
Sept. 5*	2	Blog training module sent (some updates) Follow up consultation call to focus on generating traffic *Bohlsen Group is closed for the Labor Day holiday, but we will have our consultation call later this week.	Sent 9/6 Held 9/7
Sept. 12	3	Twitter training module sent (some updates) Follow up consultation call to focus on Twitter chats, empowering social media ambassadors	Sent 9/12 Held 9/14
Sept. 19	4	Facebook training module sent (some updates) Follow up consultation call to focus on frequency, groups	Sent 9/19 Held 9/21
Sept. 26	5	Consultation call to revisit Canva, look at other tools	Held 9/28
Oct. 3	Pause	Pause	Pause
Oct. 10	6	Ongoing: Training proceeds at Jean's needs Consultation call	Held 10/12
Oct. 17	None	Campaign ends	

Topics covered to date:

- Blog
 - How to access the blog
 - How to get to WordPress.com
 - How to log in
 - How to get to the home page
 - Features of the home page
 - Side toolbar, such as pages, posts and links

- How to access the Dashboard
- How to post a blog post
- How to write a blog post
 - Proper length
 - What makes a good blog
 - Adding images
 - Why images are important
 - What kind of images to post
 - How to edit images
 - Adding tags and categories
 - Why they are important
 - What kind of tags/categories to use
- How to edit a blog post
- How to delete a blog post
- How to add pages
- The difference between a page and a blog post
- How to manage comments
- How to approve comments
- How to trash comments

- Facebook
 - How to get to Facebook.com
 - How to log in
 - The difference between a profile and a page
 - How to switch to the Facebook page
 - How to post an update
 - How to post a picture
 - How to post a link
 - How to reply to a comment
 - How to find other pages
 - How to like another page
 - How to share another page's update
 - How to like another page's update
 - How to reply to another page's update
 - How to comment on another page
 - How to update the page
 - How to add an administrator
 - How to invite friends to like the page

- Twitter
 - How to access the Twitter account
 - Twitter Basics
 - What is a tweet?
 - How to send a tweet
 - How to add a photo
 - How to add a link
 - Following accounts
 - Followers
 - The Twitter feed

- How to retweet a tweet
- How to reply to a tweet
- How to favorite a tweet
- The “Connect” tab
 - Types of interactions
 - Mentions
- The “Discover” tab
- The “Explain Me” tab
 - How to edit bio
 - How to change profile photo
 - How to change header
- The search function
 - How to search
 - What to search for
- How to send direct messages

Social Media Audit

A social media audit is the process of reviewing what’s working and what can be improved upon across your social media channels to set your business up for long-term success. Having a clear plan for how you will use social media increases your chances of success. After you start implementing a strategy, you need a way to make sure everything is going as planned. You can accomplish this with a social media audit.

Blogger outreach

As Jean is comfortable posting and scheduling information for her site, Jaymie will plan to identify and outreach to bloggers for publicity opportunities for Jean, whether that is a book review, giveaway, or guest article.

Blog organization

Link: <https://jenabooks.com>

Jean has been prolific on the blog, which is fantastic, especially for sharing so many different types of posts. The posts are not as consistent as they could be, however, which a content calendar could really help. The downside to so many posts on the blog is that it can be difficult for a reader to sift through the posts to

find the ones he or she is most interested in. We can use categories to create order on the blog page.

Canva

Link: <https://canva.com>

Canva is an online graphic design platform. It offers free access to a wide assortment of design tools and options, as well as premium options for paying customers. These design templates include social media headers, social media images, video thumbnails and other marketing materials. Canva allows anyone to create and publish engaging content that will attract your target audience via social media.

LinkedIn Publisher

Link: <https://linkedin.com>

LinkedIn has long been the most professional of social media platforms. LinkedIn is no longer just a tool for making connections that you can add to your virtual Rolodex. It has become a destination site for professionals to read industry updates and publish their own ideas and insights to spark discussions. Now with LinkedIn publishing, professionals can show that they are investing and interested in how long-form content can be used as a business resource.

Buffer

Link: <https://buffer.com/>

Like Hootsuite, Buffer is a social media management tool that helps you keep track and manage a variety of social network platforms. If you ever have trouble with Hootsuite, Buffer would be your next best option.

Goodreads

Link: <https://goodreads.com>

Goodreads is an Amazon-owned social media platform for readers to share and review the book they read. The site allows authors to mark their profiles so

readers can follow their profile without becoming friends. It also allows for giveaways of physical books. Giveaways are wonderful publicity, as entrants are compelled to add the book to their Want To Read lists.

Facebook Live

This relatively new feature of the most popular social networking site allows for video streaming. Viewers can engage with you in real time with questions and comments that show up on your screen. It will archive videos for later viewing.

II. Blogging

Throughout the course of the campaign Jena's blog posted 25 blog posts.

Charli: Happy Eggs! A Farm-Fresh Photo Story!	Jena Henry	Blog, Charli's World	chickens, eggs, far, farm to table, fried eggs		Published 2016/10/16	0
Guest Post: Are You Ready to Jump into Retirement?	Jena Henry	Media & Events	barbara younger, friendfortheride.wordpress.com, marriage, menopause, retirement	—	Published 2016/10/15	0
Before Autumn Leaves	Jena Henry	Blog, Life in the Golden Age	autumn, bulbs, fall foliage, leaves, Natalie Sleeth, Oktoberfest		Published 2016/10/13	0
Follow Bloggers 3 — Draft	Jena Henry	Uncategorized	—	—	Last Modified 2016/10/10	0
Debut Novel: MIND WAVES by Amanda Uhl	Jena Henry	Book Promotions	Amanda Uhl, Cleveland, Edgewater Park, Mind Waves, Paranormal Romance, Suspense	—	Published 2016/10/10	0
Facebook Live: Happy Hour with Jena	Jena Henry	Media & Events	—		Published 2016/10/07	0

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<input type="checkbox"/>	Confessions of a Book Reviewer featuring The Golden Age of Charli	Jena Henry	Media & Events	book review, Jena C. Henry, The Golden Age of Charli, The Nerdy Girl Express, Tracy Diane Miller	—	Published 4 hours ago	0
<input type="checkbox"/>	Book Review- The Golden Age of Charli-BMI	Jena Henry	Media & Events	book review, Jena C. Henry, The Golden Age of Charli-BMI, The Nerdy Girl Express, Tracy Diane Miller	—	Published 2016/10/22	0
<input type="checkbox"/>	My Sexagenarian Memoir needed Pizzazz- so I Added Pumpkin Spice!	Jena Henry	A Sexagenarian's How To's, Blog	family, humor, life, love, pie, PSL, pumpkin spice, retirement, Thanksgiving, The Golden Age of Charli	4	Published 2016/10/20	0
<input type="checkbox"/>	Jena's Facebook Live- October 19, 2016	Jena Henry	Media & Events	—	—	Published 2016/10/19	0
<input type="checkbox"/>	Charli Loves to Read and Celebrate Books!	Jena Henry	Blog, Charli Reads & Reviews	Adela Crandell Durkee, Aimee Bealer, Alix nichols, Amanda Uhl, Anna Aizic,	2	Published 2016/10/17	0
	Goodreads Giveaway Now Live!	asiadmin	Media & Events	enter to win, free book, Goodreads, Goodreads giveaway	—	Published 2016/09/20	0
	Margaritas and Murder-HCL Book Tour	Jena Henry	Book Promotions	CeCe Osgood, Cozy Mystery, HCL Book Tours & author Services, Margaritas & Murder, review	2	Published 2016/09/17	0
	Charli Learns: Follow these Bloggers! Part 2	Jena Henry	Blog, Charli's World	Adela Crandall Durkee, Amanda Uhl, Andre Begin, Beth Ann Chiles, Cara Sue, Dr. Larry Day, Stella Hervey Birrell, Tracy Diane Miller	7	Published 2016/09/15	0
	5 Star Reviews for The Golden Age of Charli- BMI	Jena Henry	Media & Events	—	1	Published 2016/09/13	0
	5 Star Reviews of The Golden Age of Charli- RSVP	Jena Henry	Media & Events	Jena C. Henry, The Golden Age of Charli	2	Published 2016/09/13	0
	Charli Remembers: THE FIVE LITTLE PEPPERS book	Jena Henry	Blog, Charli's World	#nationalReadaBookDay, Margaret Sidney, national Read a Book Day, The Five Little Peppers, The Golden Age of Charli	2	Published 2016/09/08	0
	Charli Reads and Reviews Piles of Books: #NationalReadaBookDay	Jena Henry	Blog, Charli Reads & Reviews	#nationalReadaBookDay, A Mlstress A Wife, Aimee Bealer, Anna Aizic, Arline Miller, Bishop's War,	—	Published 2016/09/06	0

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Charli Cheers: National Do Something Nice Day	Jena Henry	Blog, Charli's World	National do Something Nice Day	2	Published 2016/10/06	0
Geralyn Corcillo's A Drakenfall Christmas: Pre-Order Special!	Jena Henry	Book Promotions	A Drakenfall Christmas, Geralyn Corcillo	—	Published 2016/10/05	0
(no title) — Draft	Jena Henry	Uncategorized	—	—	Last Modified 2016/10/03	0
Charli Featured on Carol Balawyder's Blog!	Jena Henry	Media & Events	Carol Balawyder, The Golden Age of Charli-BMI	1	Published 2016/09/30	0
Charli Loves Autumn: Life in the Marching Band	Jena Henry	Blog, Charli's World	autumn, high school, marching band, persistence, The Golden Age of Charli	3	Published 2016/09/29	0
Charli's World: Her Interview with Lisette Brodey	Jena Henry	Media & Events	Jena C. Henry, Lisette Brodey, The Golden Age of Charli	—	Published 2016/09/26	0
Book Release: A SHIP OF PEARL by Adela Crandall Durkee	Jena Henry	Book Promotions	A Ship of Pearl, Adela Crandall Durkee	1	Published 2016/09/23	0
How A Sexagenarian Writes: It's a GIF!	Jena Henry	A Sexagenarian's How To's, Blog	coffee, Jena C. Henry, The Golden Age of Charli-BMI, The Golden Age of Charli-RSVP, writing	4	Published 2016/09/22	0
Charli Reads and Reviews Piles of Books: #NationalReadaBookDay	Jena Henry	Blog, Charli Reads & Reviews	#nationalReadaBookDay, A Mistress A Wife, Aimee Bealer, Anna Aizic, Arline Miller, Bishop's War,	—	Published 2016/09/06	0

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She has already scheduled the following 9 posts for the future.

All (122) Mine (2) Published (109) Scheduled (9) Drafts (4) Trash (4)							Search Posts
Bulk Actions		Apply	All dates	All Categories	Filter	122 items	
<input type="checkbox"/>	Title	Author	Categories	Tags		Date	Likes
<input type="checkbox"/>	Charli's World: Baby Boomers vs. Millennials — Scheduled	Jena Henry	Blog, Charli's World	Baby Boomer, Millennials, Neil Young	—	Scheduled 2017/01/05	0
<input type="checkbox"/>	How to Facebook Live- Put YoursELF on the SHELF! — Scheduled	Jena Henry	A Sexagenarian's How To's, Blog	author, blog, book, Facebook, Facebook Live, marketing, rule of thirds, social ambassadors, social media, The Golden Age of Charli-RSVP, Twitter, website, writing	2	Scheduled 2016/12/08	0
<input type="checkbox"/>	Am I Real?? Put YoursELF on the SHELF! — Scheduled	Jena Henry	A Sexagenarian's How To's, Blog	iUniverse, Jena C. Henry, self-publish, The Golden Age of Charli	4	Scheduled 2016/12/01	0
<input type="checkbox"/>	Why I Always Bring the Green Bean Casserole — Scheduled	Jena Henry	Blog, Life in the Golden Age	green bean casserole, recipes, reddit, Thanksgiving, turkey	—	Scheduled 2016/11/22	0
<input type="checkbox"/>	Ye Olde Kitchen is a Turkey- 3 Tips to Tame Your T-Day Invasion! — Scheduled	Jena Henry	Blog, Life in the Golden Age	appliances, cooking, cranberry, dishwasher, disposal, Family Feud, feast, Google, grandmother, harvest, kitchen, Mayflower, Pilgrims, stop, Thanksgiving	—	Scheduled 2016/11/17	0
<input type="checkbox"/>	Charli Reads and Reviews: Stories of Veterans — Scheduled	Jena Henry	Blog, Charli Reads & Reviews	—	—	Scheduled 2016/11/10	0
<input type="checkbox"/>	Charli Reads and Reviews: Madame Presidentess — Scheduled	Jena Henry	Blog, Charli Reads & Reviews	1872, Election, Madam Presidentess, Nicole Evelina, Suffrage, Victoria Woodhull, Women's rights	—	Scheduled 2016/11/03	0
<input type="checkbox"/>	Grandma Gatewood's Hiking Spree — Scheduled	Jena Henry	Blog, Life in the Golden Age	Apalachian TRail, Emma Gatewood, Granny Gatewood, Hiking Spree, Summit County Metroparks	—	Scheduled 2016/10/27	0
<input type="checkbox"/>	Book Tour: THAT GIRL by Leslie DJ — Scheduled	Jena Henry	Book Promotions	HCL Book Tours & author Services, Leslie DJ, That Girl	—	Scheduled 2016/10/26	0

Blog site title: The Golden Age of Charli

Link to blog site: www.jenabooks.com

I suggest that you record your blog login information with this report to facilitate your future efforts.

Blog traffic:

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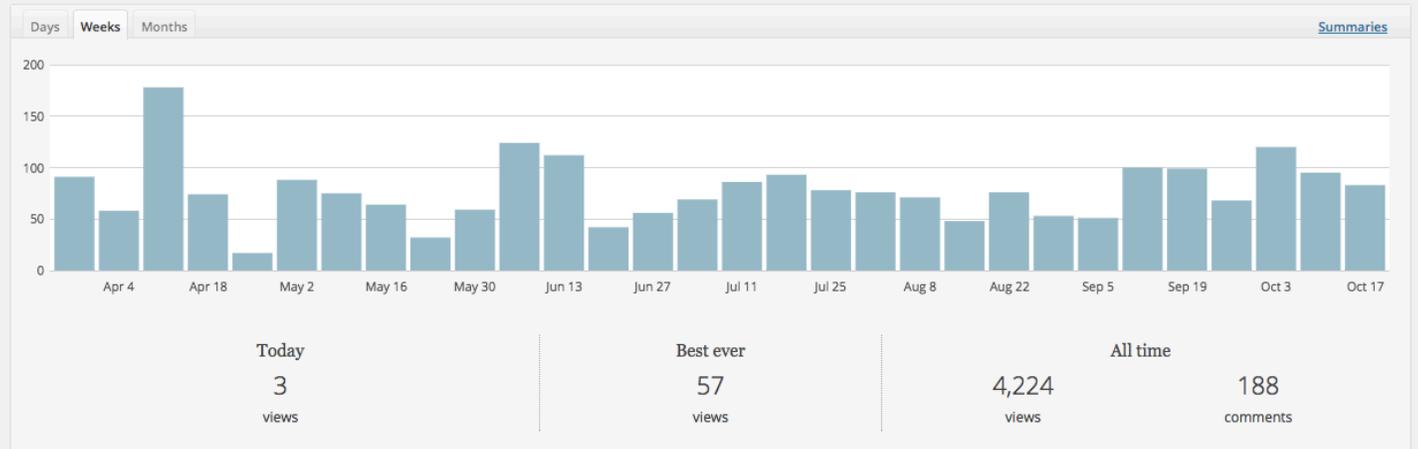
October 23, 2016, 4:12 pm

Did you know you can view enhanced stats on WordPress.com? [Show Me](#)



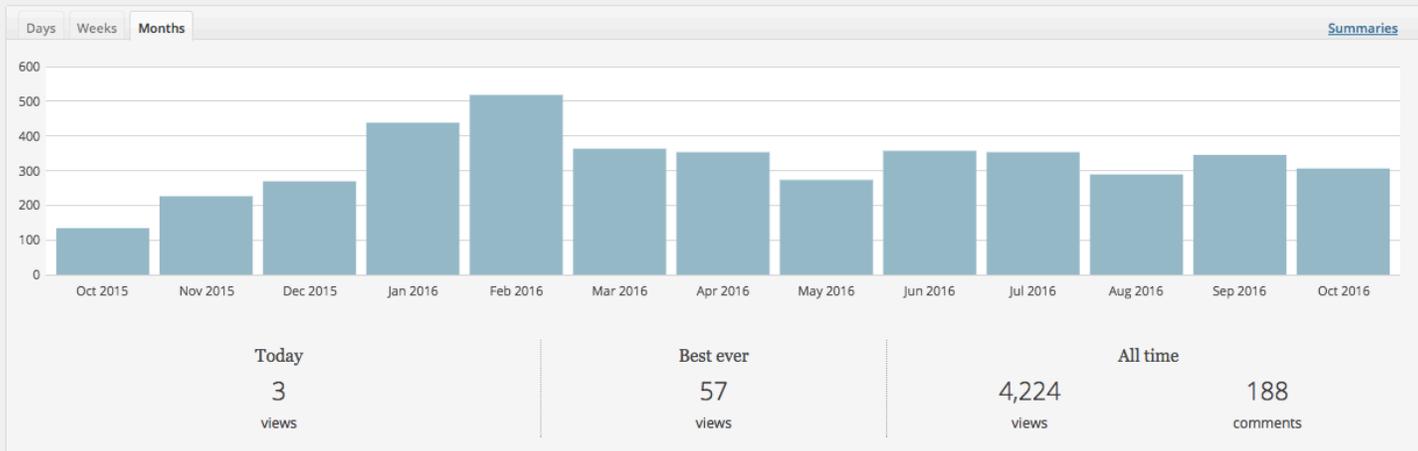
October 23, 2016, 4:12 pm

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October 23, 2016, 4:12 pm

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Blogs pitched:

- Adventures of the New Old Farts: <https://adventuresofthenewoldfarts.com/>
- Carpe Diem with Jasmine: <http://carpediemwithjasmine.com/>
- Comfortable In My Thick Skin: <https://comfortableinmythickskin.com/>
- CoupleDumb: <http://www.coupledumb.com/>
- Courage To Adventure: <http://couragetoadventure.com/>
- inspire ME Today Blog: <http://inspiremetoday.com/>
- Secret Society of Women: <http://www.secretsofthewomen.com/>
- StarGuide4GrowingOlder: <http://starguide4growingolder.wordpress.com>
- RealSelf Blog: <http://www.realself.com/blog>
- Minding Our Elders: <http://www.mindingoureldersblogs.com>
- Melanie Young: <http://melanieyoung.com>
- HomeHero Blog: <https://www.homehero.org/blog>
- 21st Century Aging: <http://www.psychologytoday.com/blog/21st-century-aging>
- 2Rambling Chicks: <https://2ramblingchicks.wordpress.com>
- Aging Disgracefully: <http://newfie-girl.blogspot.com/>
- ChangingAging.org: <http://changingaging.org>
- Elaine Ambrose's Blog: <http://elaineambrose.com/blog>
- Midlife at the Oasis: <http://midlifeattheoasis.com/>
- Class and the City: <http://www.classandthecity.wordpress.com>
- Endless Bliss: <http://www.endlessblissblog.com/>
- The Rebel Chick: <http://www.therebelchick.com>
- Love, Lisa Serrano: <http://lisairesneserrano.com/>
- A Boomers Life After 50: <http://www.aboomerslifeafter50.com>
- The Best of Everything After 50: <http://www.bestofeverythingafter50.com/blog>
- The Fifty Factor: <http://www.thefiftyfactor.com>
- Chicago Lady Boomer Examined: <http://www.chicagoladyboomerexaminer.com>
- Over 50 Feeling 40: <http://www.over50feeling40.com>

Based on the activity on the blog, I recommend a renewed focus on categorizing your posts and tweeting links not only to new posts, but also to older ones. You can use the #TBT (“throwback Thursday” or “thinking back to”) hashtag to remember older posts.

III. Social Media Sites

Date	Week Starting	Blog topic	Weekly Keywords
Sept. 5*	2	What would Charli read? Sept. 6 is National Read a Book Day. Talk about your favorite books, old and new. You can use this post to link to older review posts.	National Read a Book Day Am reading Drop everything and read Books

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Sept. 12	3	What would Charli learn? Sept. 15 is National Online Learning Day. Describe some things you've always wanted to learn more about.	National Online Learning Day Back to school Lifelong learning Education E-learning Adult education
Sept. 19	4	What's next for Charli? Talk about where you are with the next books in the series.	Self-publishing Am writing Am editing IARTG Golden Age of Charli Writer's life
Sept. 26	5	What would Charli do? Now that fall is officially here, what are some fun things for retired people to do this season?	Fall Autumn October Things to do Retirees Retirement
Oct. 3	Pause	Pause	Pause
Oct. 10	6	What would Charli do for others? Oct. 5 is National Do Something Nice Day. Describe some ideas for retirees to do good in their communities.	National Do Something Nice Day Be the change Do good Sharing goodness Volunteer Give back
Oct. 17	None	Campaign ends Other suggestions: write about events you take part in; discuss topics that come up in the news.	Campaign ends Other suggestions: use the trending topics box to discover new hashtags getting lots of attention; use the Twitter search bar to test whether potential hashtags are being used by other Twitter users.

Twitter

Overview:



Jena C. Henry Author
@jenabooks

TWEETS **14.9K** FOLLOWING **4,653** FOLLOWERS **5,842**

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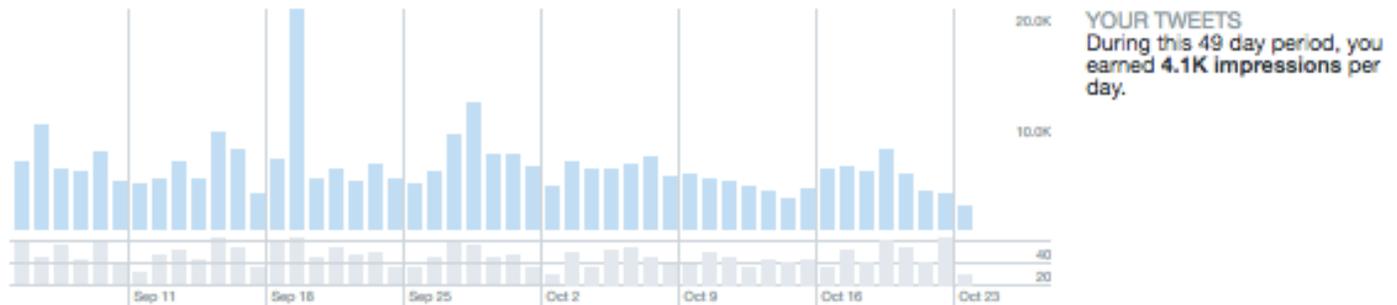
The full Twitter account can be seen here: <https://twitter.com/jenabooks>

I suggest that you record your Twitter login information with this report to facilitate your future efforts.

The Twitter account grew to 5842 followers. The engagement that account received during the campaign is reflected in the “Connect” tab of the Twitter account. It can be found at <https://twitter.com/i/notifications>.

Twitter analytics:

Your Tweets earned **205.1K impressions** over this **49 day period**



Engagements
Showing 49 days with daily frequency



Oct 2016 • 22 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,481 impressions

Happy #WorldVegetarianDay! #GoVegan
Or at least try it today!!
pic.twitter.com/NXBIDjTVu6



← 1 ↻ 13 ♥ 13

[View all Tweet activity](#)

[View Tweet activity](#)

Top Follower followed by 759K people



Scott Isbell ✓

@scottisbell_ [FOLLOWS YOU](#)

#influencer - Pop - Blue-eyed soul artist -
Wu-Tang Mgmt - #Trumpified Inventor -
Eating disorder advocate - Under 30
@Forbes Scholar
jsk@wutangmanagement.com

[View profile](#)

[View followers dashboard](#)

Top card Tweet earned 756 impressions

99 cents!! Spend a cozy evening laughing
with Charli! Love, travel, happy hours!
jenabooks.com/buy/
pic.twitter.com/JHQbDPpUyu



↻ 5 ♥ 3

[View Tweet activity](#)

[View card analytics](#)

Top mention earned 33 engagements



Betty Burkhalter

@BettyBurkhalter · Oct 3

Today's #Truth 🙄🙄🙄🙄
@arline_miller @LJWriter @CoastalDeb
@jenabooks @ruancaRuth
@harmony_kent @trynarepresent
@poetic7000 @JodyHerpin
pic.twitter.com/AWmyQoSgd3



← 1 ↻ 7 ♥ 10

[View Tweet](#)

Top media Tweet earned 1,363 impressions

Today is #ChocolateCupcakeDay! A good
excuse to savor a sweet #chocolate treat.
pic.twitter.com/JDq8W51pIT



↻ 8 ♥ 10

[View all Tweet activity](#)

[View Tweet activity](#)

ADVERTISE ON TWITTER

Get your Tweets in front of
more people



Promoted Tweets and content
open up your reach on Twitter to
more people.

[Get started](#)

OCT 2016 SUMMARY

Tweets	547	Tweet impressions	78K
Profile visits	1,942	Mentions	527
New followers	95	Tweets linking to you	175

Sep 2016 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 1,503 impressions

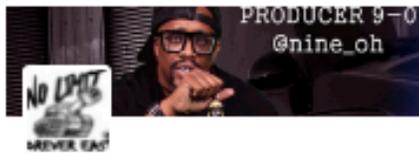
It IS a good read! #action #thriller
twitter.com/verareynolds/s...

🔗 5 ❤️ 4

[View all Tweet activity](#)

[View Tweet activity](#)

Top Follower followed by 1.03M people



Producer 9-0

@nine_oh **FOLLOWS YOU**

CEO No Limit East. Award winning music producer, author, script writer & more. Music in digital stores globally #Twittergoons #BogardThat Biz # 818-649-9660

[View profile](#)

[View followers dashboard](#)

Top card Tweet earned 1,583 impressions



Eric B. Thomasma

@seams16 · Sep 25

Meet & follow writer @jenabooks and visit her website. - jenabooks.com

[View Tweet](#)

[View card analytics](#)

Top mention earned 26 engagements

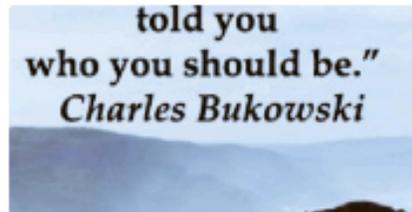


Betty Burkhalter

@BettyBurkhalter · Sep 24

#DoURemember

@arline_miller @CoastalDeb @LJWriter @jenabooks @ruancaRuth @poetic7000 @harmony_kent @pat_sherard @JodyHerpin @trynarepresent
pic.twitter.com/7CKhQyAEbJ



🔗 6 ❤️ 6

[View Tweet](#)

Top media Tweet earned 1,099 impressions

@atinylife140 I shared the quote as a #WednesdayWisdom Attributed it to Lord Tweedsmuir "It's a great life..."
pic.twitter.com/4DOjUMJ7vM



❤️ 4

[View all Tweet activity](#)

[View Tweet activity](#)

SEP 2016 SUMMARY

Tweets
923

Tweet impressions
147K

Profile visits
2,513

Mentions
1,049

New followers
234

Tweets linking to you
192



Audience insights

Jena C. Henry Author @jenabooks

Your followers ▾

+Add comparison audience

OVERVIEW

Top interest
Romance (Books and literature)

MOBILE FOOTPRINT

Top wireless carrier
AT&T

DEMOGRAPHICS

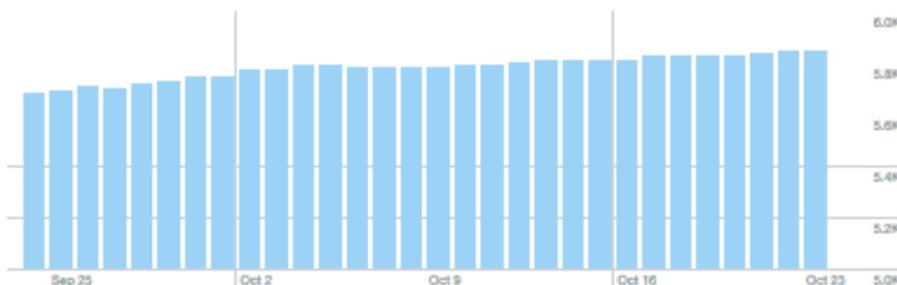
Top language
English

LIFESTYLE

Top lifestyle type
Online buyers

CONSUMER BEHAVIOR

Top buying style
Premium brands



Your current follower audience size is 5,843
That's 156 more than the same time 30 days ago. You've gained around 5 new followers per day

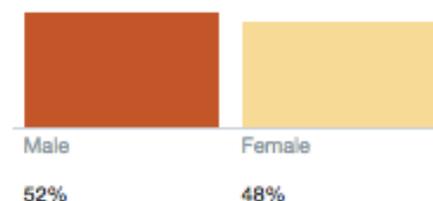
Interests

Interest name	% of audience
Romance (Books and literature)	72%
Books news and general info	68%
Marketing	65%
Freelance writing	64%
Mystery and crime	62%
Politics and current events	59%
Business and finance	59%
Entrepreneurship	57%
Nonfiction	57%
Sci-fi and fantasy (Hobbies and interests)	55%

Occupation

Occupation type	% of audience
Professional/technical	39%
Homemaker	29%

Gender



Household income categories

Income category	% of audience
\$75,000 - \$99,999	17%
\$100,000 - \$124,999	13%
\$175,000 - \$199,999	13%
\$150,000 - \$174,999	13%
\$250,000+	13%

Values based on 23.0% match rate from Twitter partners

Based on the activity on the Twitter account, I recommend a renewed focus on focused Twitter chats and hashtags. Remember to use hashtagify.me to search for related hashtags. Also, anywhere you go – conference, reading, community gathering, etc. – look for a relevant hashtag being promoted.

Facebook

Overview:



Jena C. Henry
@jena.c.henry

Home
About
Posts
Videos
Photos
Events
Notes
Likes
Join My List
Goodreads
Manage Tabs

THE GOLDEN AGE OF
Charli
THE SERIES

Liked Message More Shop Now

Status Photo / Video Offer, Event +

Write something...

Author

Search for posts on this Page

74% response rate, 2-hours response time
Respond faster to turn on the badge

1,483 likes +8 this week

7,834 post reach this week

This Week		See All
7,834 ↑ Post Reach	0 Website Clicks	1 Shop Now

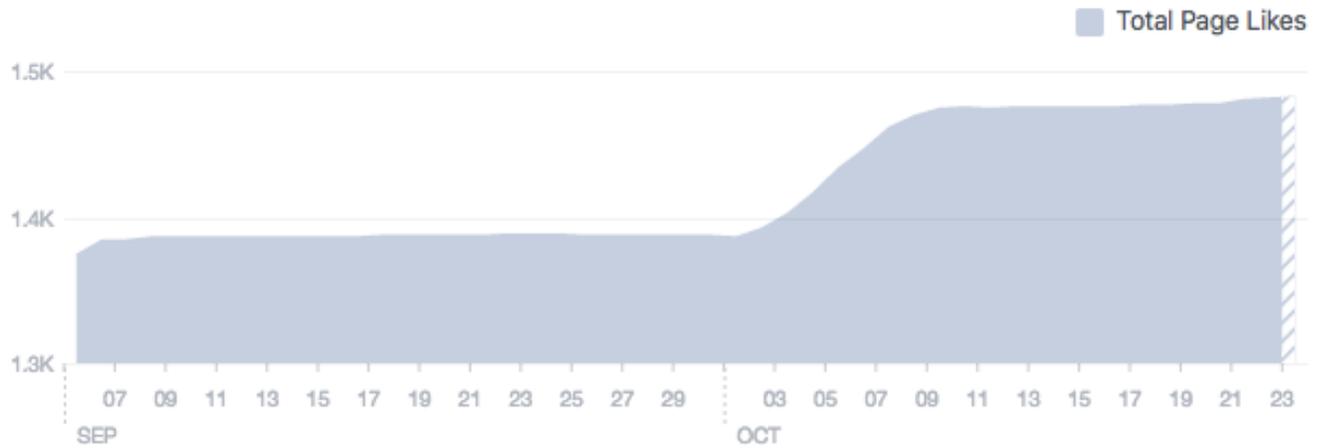
The full Facebook account can be seen here: <https://www.facebook.com/jena.c.henry/>

I suggest that you record your Facebook login information with this report to facilitate your future efforts.

The Facebook page received about 100 new likes during the campaign to come to a total of 1483. See all engagement at <https://www.facebook.com/jena.c.henry/notifications/>.

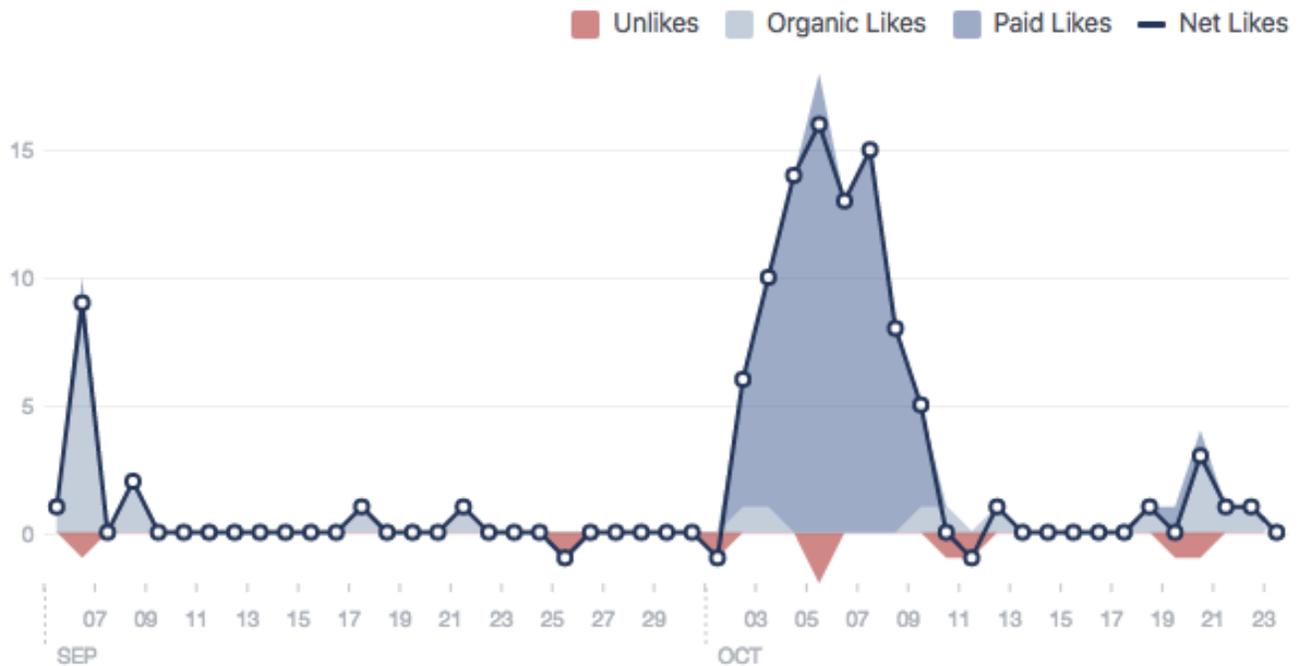
Facebook page statistics:

Total Page Likes as of Today: 1,483



Net Likes

Net likes shows the number of new likes minus the number of unlikes.

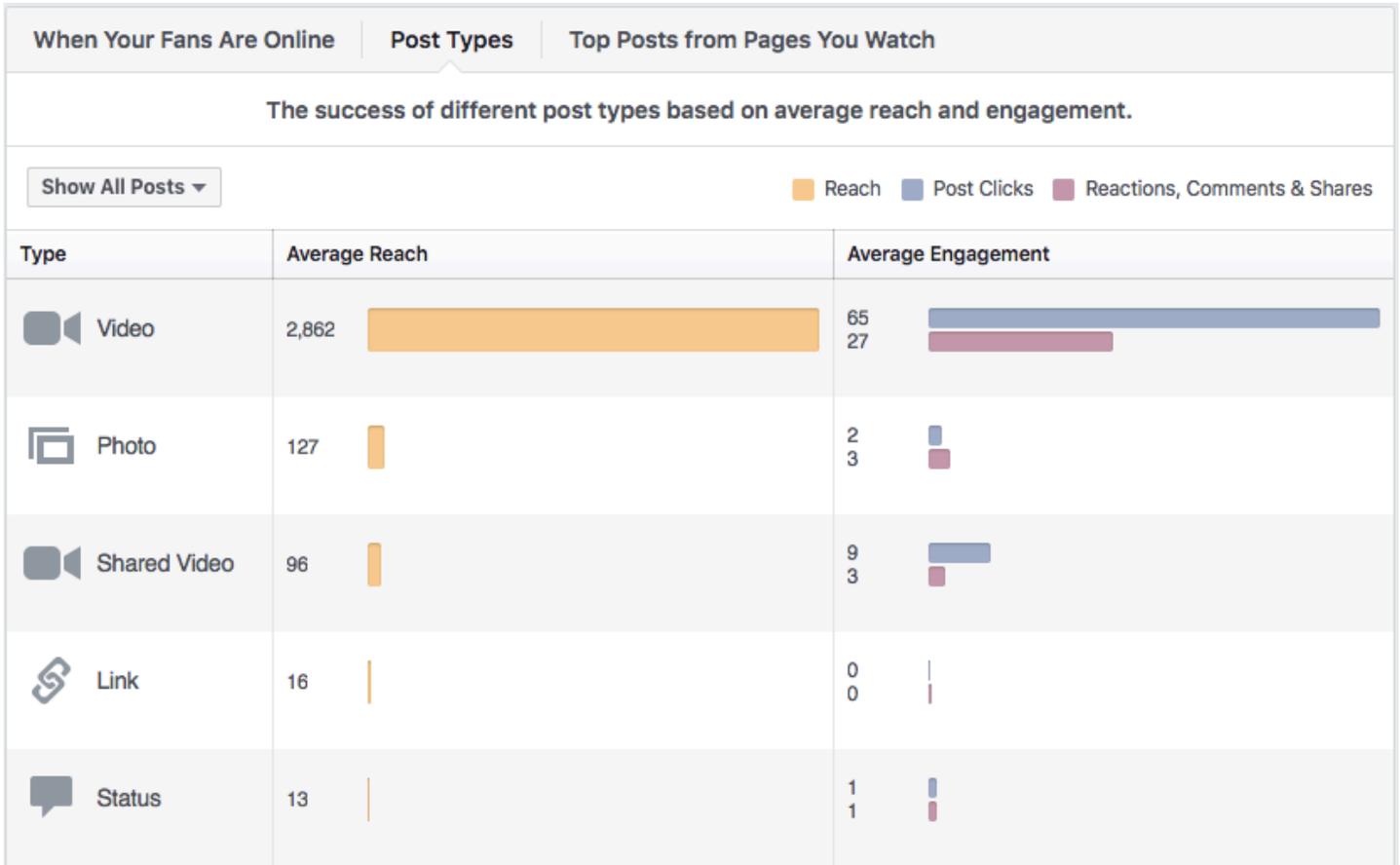


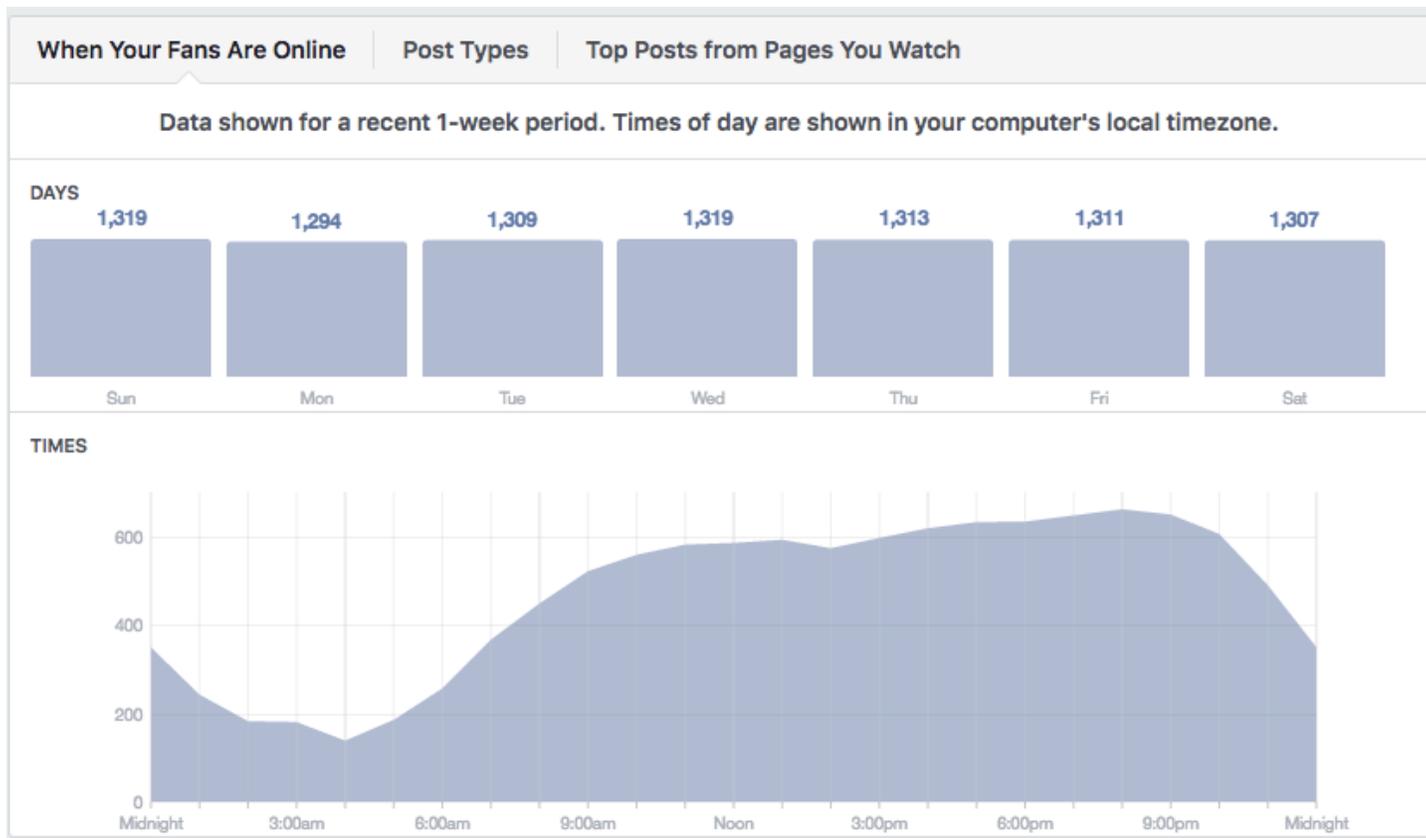
Post Reach

The number of people your posts were served to.



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Based on the activity on the Facebook page, I recommend a renewed focus on the Insights tab and on livestreaming video through Facebook Live.

IV. Recommendations

Social media is an ongoing relationship-building platform. Influencers want to engage with accounts that are active, informative and authentic. My number one recommendation for you is to continue updating your social media sites consistently. This is the foundation for any future success.

In addition to consistently updating your social media sites, I advise that you keep the following things in mind:

- The rule of thirds for posting different, strategic content: 1/3 of the content should be about yourself (e.g. blog posts, day-to-day activity); 1/3 of the content should be topic-related (e.g. related content, industry news); 1/3 of the content should be focused on other people (e.g. replies, retweets).
- Plan out your blog topics by brainstorming 5-6 subjects every month. Plotting them out helps you create the content on your schedule.
- If you get stuck while working on any of your social media accounts, check the notes sent by your publicist about Twitter, Wordpress, and Facebook.