

JULY

CONTENT BUCKETS

Tutorial



USING CONTENT BUCKETS FOR YOUR SOCIAL MEDIA

The internet is one of our biggest friends when you are running your business but it can also be overwhelming.

You spend hours on Instagram, Facebook, blogging and wondering what to post next. You may also be using other social media platforms such as Linked In and Tik Tok.

So let's talk content buckets!

CONTENT PLANNING

When you read a magazine each month you will notice it is divided into categories.

For example you will have a cooking and recipes section, fashion section, maybe a gardening or interior design section, horoscopes, books of the month, it will follow the same format each month and be categorised into the same sections.

This is called content planning.

Not only it is easier to manage as the magazine editors know the format each month they are working to, it is also consistent for its readers.

They know what to expect each month and may look forward to the fashion section or the cookery section, they will all expect to read their horoscopes



CONTENT BUCKETS

Start with each of the social media platforms you post on. For example Instagram, Facebook, Blogs and the social media platforms I mentioned about.

Let's say you use Instagram and have two accounts. You wish to post on each account once a day.

This is 14 different posts you have to create each week.

Let's add in Facebook, maybe you wish to post on here three times a week for one account.

This is 17 pieces of content you have to create each week so over a month period this will be 68 pieces of content along with images.

Can you start to see why it is so overwhelming so let's simplify this for you.



BREAK IT DOWN

By creating buckets for your social media content you can start to break it down.

As an example let's do a wedding planning business.

Here are your days and the name of each content bucket.

Monday

Get to know me and what I did at the weekend.

Tuesday

Wedding venue showcase

Wednesday

Let's showcase wedding bouquets or floral centrepieces

Thursday

Wedding Fashion, share a dress, shoes or hairstyle you love

Friday

Food and drinks

Saturday

Cake and cocktails



For each bucket if you are posting once a day you will need four posts of each subject for a month's worth of content.

Four Get to know me
Four Wedding Venues
Four bouquets or centrepieces
Four shoes, dress, etc
Four food and drinks
Four cake and or cocktails

CHOOSE YOUR IMAGES

Now you know what you need choose your images. Based on this would be 24 images in total.

Make sure they are clear images and not amateur ones taken off your phone.

If you do with to post up images from your phone such as a coffee or desk do use an app such as VSCO to make them nicer.

I also suggested in my live to use image filler social media sites such as

[Social Squares](#)

[Social Filler](#)

[Amanda Karen Photography](#)

Sometimes you can also take a photo from, for example, a great cocktail Instagram page or a fabulous wedding cake you have seen, but credit it back to that page and the maker of them, check the credits and tag them.

WRITE YOUR CAPTIONS

Not all captions have to be long, you may choose to write a longer one on the about you day but keep it short for the cake and cocktail day.

You may find it easier to just write the cocktail recipe for example so your audience start to expect a cocktail recipe each weekend.

You can build in suppliers, ask the caterers for images and recipes and tag them in your posts or on Social Media.

You may have created a blog and can refer to this once a week for a month to take your audience to your website, landing pages, etc.

Be authentic and write as you would speak, check your spellings too for each piece of content you write.

HASHTAGS FOR INSTAGRAM

Based on the above exercises you have 6 content buckets.

Get to know me, wedding venues, florals, fashion, food and drinks, cake or cocktails.

Now you can create your hashtags for each bucket which means you will be circulating your hashtags each week.

Don't forget to use the hashtag theory of parent hashtags, teenage hashtags and baby hashtags throughout each content bucket.

Now you have your content buckets and your social media planned out you can forget about it for a month! It takes to set this up but once it is done you will find it so much easier.

You may like to create a story for each week on a platform such as Unfold and just circulate this each week too.

Don't forget your audience won't take everything in on your stories each week or may miss them so this is an easy way too of remaining consistent throughout the month if you do nothing else!



SCHEDULING POSTS

Don't forget no matter which social media platform you are on you can schedule posts. If you are using Instagram you can try Planoly or Later.

Facebook also has a scheduling tool and you can use systems such as Hootsuite that we taught you in the June's membership.

Have fun planning and I hope this little business tip tutorial will take some of the time and stress out of social media for you.

Don't forget be consistent, show up and post fab content!

If you loved this freebie you would love the Wedding Edit Membership Club.

This is just one of the samples of our monthly business tips which will be featured in July with a whole host of other content to help you run your business.

If you would love to find out more or join the Wedding Edit Membership Club you can read more [here](#).

THE WEDDING EDIT MEMBERSHIP CLUB

