

# E-NEWSLETTER & SOCIAL MEDIA POSTING WORKSHEET

## E-Newsletter

You can choose to have up to 3 sections

First few sentences from blog post with 'read more' link that takes the reader to the blog

Client or employee highlight with photo

Product/service information – this can link to the website page where they can learn more

For the first section, write a blog post, put it on your website, then you can use the first couple of sentences for the e-newsletter.

Each section should have an image and all images should be linked to the website

Send out the e-newsletter once a month. Some industries will lend themselves to more frequent emails. Restaurants with weekly specials are one category. Think about your audience and what they want to know. An e-newsletter should be informational and engaging.

Have a sign-up opportunity on your website, Facebook page, and anywhere you're engaging with people. Let everyone know you have a newsletter. However, do not automatically sign people up for the e-newsletter when you meet them. You only want people who want to receive the emails.

You can create separate lists by audience. You can have a list for one type of customer, a list for companies, a list for a specific interest, etc. All of these people can be on the main list. The reason for having separate lists is so you can send emails directly to an audience about specific information. It's direct marketing.

## Social Media Posting Schedule

1. Decide what you want to be sharing and when
2. Decide when you'll post to each platform (Facebook, Instagram, etc.)
3. Create a calendar for posting or use a program like Buffer to schedule [www.buffer.com](http://www.buffer.com) or [www.hootsuite.com](http://www.hootsuite.com)
4. Use google alerts to pull content to you that you can share [www.google.com/alerts](http://www.google.com/alerts)

Try to post directly to the platform whenever you can. Monitor your newsfeeds and comment on what other people are sharing. On your business pages ask engaging questions. The goal is to get people to respond and interact with your posts. That will get you in front of their connections.

Using a blog on your website as the anchor for your content helps you accomplish a couple of goals. First, it continually drives people to your website. Second, it gives you the opportunity to repurpose the content on your other social media profiles.