



Social Media Policy

Monday to Friday

Twitter

- 10 tweets day
 - Use old blogs and link back
 - RT other people's stuff
 - Social Sharing (other people's content that is relevant)
- 2 tweets (quotes)/day
 - Inspirational
 - Time management
 - Getting help
- 3 tweets (free offer)/day
 - For list building purposes
 - 2 per day for the Academy
 - 1 per day for free EBook
- 1 tweet per week (testimonial) with a link back to website/testimonial page or service page

Facebook

- 1 post on your personal account per day (pictures work well)
 - Blog
 - Social Sharing
 - Inspirational Quote
 - Testimonial 1x a week
- 1 post on Task Complete page per day (pictures work well)
 - Own blogs
 - Own videos
 - Social Sharing (other people's content that is relevant to you)
 - Testimonial
 - Inspiration



LinkedIn (More professional based)

- 1 “Published” article per week (a call to action at bottom of every one)
 - CTA is usually for List Building
 - Seasonal call to action
- 1 Post per day as shared on other media
 - Anything you shared on another platform may be posted here as well.
 - Never use Hashtags on LinkedIn

Saturday to Sunday

Twitter

- 2 tweets (blogs)/day
- 1 tweet (quotes)/day
- 1 tweet (freebies)/day

Facebook

- 1 post on your personal account (blogs)/day
- 1 post on Task Complete page (blogs)/day