

# SOCIAL MEDIA PLANNING

Brainstorming Guide



NURTURE  
of CONVERT™  
POWERED BY BOSSMOM

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## The NTC Social Plan includes 4 types of content

The ultimate goal of social media is to become known (not just seen or noticed)  
This means you are building familiarity with your opinions, beliefs, and offers as well as authority in your space.

Your secondary goal is to increase your visibility so that your audience grows. We show you how to use sharable and savable content to reach this goal.

It is more important that you are consistent with your messaging than being consistent with your timing. This is contrary to what most courses on social media will teach you.

NOTE: If something you are already doing on social media is REALLY working for you, then don't stop. Don't fix what isn't broken. Tweak your plan to include what is working for you. If you aren't sure what to do, post in the Nurture to Convert

### THE 4 TYPES OF SOCIAL CONTENT

#### Authority Content

- Training: Give a hack (reels or carousel)
- Training: Fill a gap (reels or carousel)
- Outside Recommendations
- Outside Features

#### Shareable Content

- Playful Truisms (post or reel)
- Serious Truisms (post or carousel)
- Permission (reels)

#### Engagement Content

- Market Research questions (group post or story)
- Decision Support questions (group post or story)
- Prompt Posts (group post or story)

#### Billboard Content

- Evergreen Promo Posts
- Flash Sale Promo Posts
- Facebook Page Banner
- Instagram Highlights
- Authority Platform Content

[Check the NTC Social Content Plan Database for more info](#)



### **STEP 1: DECIDE ON YOUR LEVEL**

Determine where you're at with the social content schedules, and what feels doable, fun and realistic for you to commit to. Try to stick to and master one level before moving on to the next, in order to build the habit before setting yourself up to feel like you failed if you took on too much to start.

### **STEP 2: DECIDE WHERE YOU'RE HANGING OUT ON SOCIAL MEDIA**

Are you hanging out on Facebook, in groups, or on your page? Are you focusing on Instagram? This will help you prioritize which content you want to focus on the most. If you are focusing on your Facebook group or other people's groups then you can plan on doing less Authority Content, and put more energy into Engaging Content. If you want to build up your following on Instagram or your Facebook page, then Authority Content and Shareable Content will be important. Whether in your Facebook group or on your pages, you will want to have some sort of Billboard Content once you have offers so that you start to build familiarity with your offers.

### **STEP 3: WATCH AUTHORITY CONTENT TRAINING IN DATABASE & BRAINSTORM**

Review the descriptions and videos within the database on Authority Content and start to brainstorm using the questions in this workbook. If you feel stuck, be sure to check out the thought joggers as well as some of the accounts we recommend.

### **STEP 4: WATCH SHAREABLE CONTENT TRAINING IN DATABASE & BRAINSTORM**

Review the descriptions and videos within the database on Shareable Content and start to brainstorm using the questions in this workbook. If you feel stuck, be sure to check out the thought joggers as well as some of the accounts we recommend.

### **STEP 5: WATCH ENGAGEMENT CONTENT TRAINING IN DATABASE & BRAINSTORM**

Review the descriptions and videos within the database on Engagement Content and start to brainstorm using the questions in this workbook. If you feel stuck, be sure to check out the thought joggers as well as some of the accounts we recommend.

## ☐ **STEP 6: WATCH BILLBOARD CONTENT TRAINING IN DATABASE & BRAINSTORM**

Review the descriptions and videos within the database on Engagement Content and start to brainstorm using the questions in this workbook. If you feel stuck, be sure to check out the thought joggers as well as some of the accounts we recommend.

## ☐ **STEP 7: ADD THE CLICKUP SOCIAL BOARDS TO YOUR CLICKUP**

[Social Content Repository Click-up Template](#)

[Social Content Ready Click-up Template](#)

[Social Planning Scheduling Click-up Template](#)

## ☐ **STEP 8: CREATE WRITTEN CONTENT BASED ON YOUR BRAINSTORMING**

Draft your written content, captions, engaging questions, and Reels outlines. Find a groove that works for you, whether by content type, day by day... whatever works for you. You may need to experiment here.

## ☐ **STEP 9: CREATE CANVA GRAPHICS FOR YOUR POSTS**

Create the Canva graphics you need for Billboard and Prompt (only the branded ones of these) posts. You can use the templates we've provided to make this easy. They are linked in the Social Content Planning Database and in the back of this workbook.

## ☐ **STEP 8: START FILLING UP THE CLICKUP REPOSITORY BOARD**

We suggest filling up your repository until you have at least 1-2 weeks' worth of social content ready to go. Then decide what your social content creation schedule will be so that you can keep up consistently.

## CONTENT SCHEDULE LEVEL 1

Goal: To get comfortable with creating sharable/savable/engaging content.

Who is it a good fit for: If you're just starting out or haven't been very consistent, this is a good starting point to help you build the habit of showing up on social media into your regular practice.

### Instagram Page & Facebook Page

- 1 Training post (Fill the Gap or Give a Hack) (either single post or carousel)
- 2 Truisms (Playful or Serious) (either single post or carousel)

### Facebook Group (If you have one)

- 3 engaging posts (decision support, market research, or prompt)
- 1 billboard post (ask them to get your opt-in, get on a call, or visit your sales page)

### Engagement

- heart/like peoples comments on your posts
- try to start a conversation where it makes sense
- message your high engaged in DM to connect deeper

### Sample Schedule

- Instagram /FB Page
  - Tuesday - Training post
  - Thursday - Truism post
  - Sunday (early evening) - Truism post
- Facebook Group
  - Monday 6am - question
  - Tuesday 12 noon - billboard post
  - Thursday 6am - question
  - Sunday (early evening) - question

[Check the NTC Social Content  
Plan Database for more info](#)



## CONTENT SCHEDULE LEVEL 2

Goal: Add in Reels/Videos

Who is it a good fit for: If you've already mastered level 1 and are keeping that level of posting and engaging consistent and you feel you have more space and would like to step it up, then this would be your next step.

### Instagram Page & Facebook Page

- 1 Training post (Fill the Gap or Give a Hack) (either single post or carousel)
- 1 Training Reel - Give a hack
- 2 Truisms (Playful or Serious) (either single post or carousel)

### Facebook Group (If you have one)

- 3 engaging posts (decision support, market research, or prompt)
- 1 billboard post (ask them to get your opt-in, get on a call, or visit your sales page)
- 1 Live or Recorded video - a Permission or Fill the Gap Training

### Engagement

- heart/like people's comments on your posts
- try to start a conversation where it makes sense
- message your high engaged in DM to connect deeper

### Sample Schedule

- Instagram /FB Page
  - Monday - Give a hack Reel
  - Tuesday - Training post
  - Thursday - Truism post
  - Sunday (early evening) - Truism post
- Facebook Group
  - Monday 6am - question
  - Tuesday 12 noon - billboard post
  - Wednesday - Live or Recorded video
  - Thursday 6am - question
  - Sunday (early evening) - question

## CONTENT SCHEDULE LEVEL 3

Goal: Add in Stories

Who is it a good fit for: If you've mastered level 2 and you're excited to take on more, then you can move onto this level. If you're happy with level 2, you can feel free to stick with that.

### Instagram Page & Facebook Page

- 1 Training post (Fill the Gap or Give a Hack) (either single post or carousel)
- 1 Training Reel - Give a hack
- 2 Truisms (Playful or Serious) (either single post or carousel)

### Stories

- Around 7 stories a day 3 to 4 times a week
- 1 permission story
- 2 questions
- 2 stories - fill a gap/or give a hack
- 2 stories about your day/life

### Facebook Group (If you have one)

- 3 engaging posts (decision support, market research, or prompt)
- 1 billboard post (ask them to get your opt-in, get on a call, or visit your sales page)
- 1 Live or Recorded video - a Permission or Fill the Gap Training

### Engagement

- heart/like peoples comments on your posts
- try to start a conversation where it makes sense
- message your high engaged in DM to connect deeper

[Check the NTC Social Content  
Plan Database for more info](#)





## CONTENT SCHEDULE LEVEL 3 - CONTINUED

### Sample Schedule

- Instagram /FB Page
  - Monday - Give a hack Reel
  - Tuesday - Training post
  - Thursday - Truism post
  - Sunday (early evening) - Truism post
- Facebook Group
  - Monday 6am - question
  - Tuesday 12 noon - billboard post
  - Wednesday - Live or Recorded video
  - Thursday 6am - question
  - Sunday (early evening) - question
- Stories
  - Monday - 7 stories
  - Wednesday - 7 stories
  - Friday - 7 stories

[Check the NTC Social Content  
Plan Database for more info](#)



## AUTHORITY CONTENT

What is it?: Authority content is what establishes you as a leader in your space. Authority content is super important because it helps your audience know where your expertise lies, and also helps nurture your audience to want to learn and buy from you...not just follow you.

FILL A GAP (CHANGES THE WAY THEY THINK)

## AUDIENCE BELIEFS YOU NEED TO CHANGE

GIVE A HACK (EASY TO EXECUTE TACTIC/STRATEGY)

## QUESTIONS YOUR AUDIENCE ASKS

## PLACES YOU'VE BEEN FEATURED

## PRODUCTS/RESOURCES/PEOPLE YOU LOVE

### SHAREABLE CONTENT

Goal: To resonate on a comical or serious level with your ideal audience. Potentially get people to share your content (on your page or Instagram) Increase engagement on your page (Instagram & FB) Get new followers & get further reach.

NOTE: If funny isn't in your brand you can go straight to the serious truisms. They are often easier to brainstorm.

### FUNNY TRUISMS

GOAL: CONNECT WITH YOUR AUDIENCE ON A PLAYFUL AND RELATABLE LEVEL THAT FEELS FUN AND EASY TO SHARE.

### ALTERED QUOTES

### FUNNY PERCENTAGE

### DEBUNK A MYTH

### FUNNY CHECKLIST

[Check the NTC Social Content Plan Database for more info](#)



## SERIOUS TRUISMS

GOAL: TO CALL OUT THE ELEPHANT IN THE ROOM ON TOPICS OR SUBJECTS THAT PEOPLE DO NOT TALK ABOUT, TO STIR UP CONVERSATION AND ENGAGEMENT. THESE POSTS ARE A GREAT WAY TO FIND YOUR AUDIENCE MEMBERS WHO RESONATE WITH YOUR BELIEFS AND OPINIONS.

## CALLING OUT THE WRONG

## GOLDILOCKS FORMULA

## WHAT IT REALLY LOOKS LIKE

## PERMISSIONS

GOAL: IS INTENDED TO CREATE A SENSE OF BELONGING. IT IS IMPORTANT TO ALLOW SOMEONE TO FEEL SEEN AND VALIDATED WITHOUT TRYING TO SOLVE THE PROBLEM FOR THEM.

- BIG POINT: YOU CANNOT TRY TO FIX THE PROBLEM, SIMPLY ACKNOWLEDGE THEM

## WHAT DOES YOUR AUDIENCE FEEL GUILTY ABOUT?

## WHAT DO THEY DO THAT PEOPLE DON'T UNDERSTAND OR ACCEPT?

## YOU'RE NOT CRAZY, YOU'RE BRAVE WHEN YOU...



## ENGAGING CONTENT

Goal: To engage with your audience and get them answering questions so you can learn more about them and what they want.

## DECISION SUPPORT

- Are you making a decision about what to create?
- Are you making a decision about how to name something?
- Are you making a decision about the design of something?
- Are you making a decision about dates/size of things?

## MARKET RESEARCH

What do you need to know about your audience to help you understand what your they want as it relates to what you offer?

## PROMPTS

What kinds of conversations does your audience want to be having?

[Check the NTC Social Content Plan Database for more info](#)



### ENGAGING CONTENT - STORIES

Goal: Connecting with your current followers, and encouraging engagement that can lead to DMs. This can be good for when you want to have a conversation and nurture towards a larger purchase

### SUGGESTED SCHEDULE

- Post 7-10 times in a day
- Make each day its own idea

What are some concepts that you want to talk about with your audience? Gap fillers. Opinions.Etc.

### 3-4 (30 SECONDS) VIDEOS

- Share an opinion
- Talking about a concept that shifts the way they think

### ASK THEM A QUESTION - "YES" OR "NO"

- DM the people that answered the questions in your stories

### BEHIND THE SCENES

- You in your life and/or
- How you practice doing the things you teach in your day-to-day life

### CALL TO ACTION

- Get on a call with me
- Opt-in
- Check out your program

## BILLBOARD CONTENT

GOAL: TO BUILD FAMILIARITY WITH YOUR AUDIENCE FOR YOUR OFFERS.

## FLASH SALES

What time-driven sales do you have planned?  
What is the discount or bonus you're offering for this sale?  
What is the timing of your sale? When? How long? (1-3 days)

## EVERGREEN PROMO

What offers do you have that are open all the time? Build up a repository of these types of posts.

## AUTHORITY PLATFORM CONTENT

What are some of the most popular episodes you've had for your authority platform? Brainstorm some truisms, reels, trainings (fill a gap/give a hack) that you can do that relate to that episode.

## CHECK OUT ALL THE CANVA TEMPLATES

### SHARABLE CONTENT

SERIOUS TRUISM: CAROUSEL - THE TRUTH ABOUT \_\_\_\_\_

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

SERIOUS TRUISM: CAROUSEL - WHAT \_\_\_\_\_ REALLY LOOKS LIKE...

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

SERIOUS TRUISM: CAROUSEL - YOU'RE NOT FAILING IF YOU...

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

SERIOUS TRUISM: CAROUSEL - WHAT YOU'VE BEEN TAUGHT

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

PLAYFUL TRUISMS:

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

### AUTHORITY CONTENT

FILL A GAP - COMPARISON POST TEMPLATES

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

GIVE A HACK CAROUSEL - HOW TO \_\_\_\_\_

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

AUTHORITY CONTENT: RECOMMEND CAROUSEL - REASONS I LOVE \_\_\_\_\_

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

### BILLBOARD CONTENT

BILLBOARD POSTS: FLASH SALES

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE

BILLBOARD POSTS: EVERGREEN PROMO

HERE IS THE ABOVE TEMPLATE IN THE NEW RECOMMENDED 4:5 RATIO SIZE