



10 Steps to Systemizing Social Media for Vegan Coaches

Time-saving tips to take you from
overwhelmed entrepreneur to
social media success



GingerVegan
SocialMedia

www.gingervegansocialmedia.com

Does any of this sound **familiar to you?**

- You're hopping on your social media at random times throughout the day, posting here and there, feeling scattered and just trying to just make something work.
- You post every day for a while, but then it gets harder and harder to come up with new post ideas. Your social media goes dark for days at a time.
- When you do have ideas, it takes way too long to write all the captions, take photos or create visuals, compile hashtags, and then actually post it all on multiple accounts.
- You don't know if your social media is helping your business or getting you any new clients. It feels like you're just posting because you're supposed to.
-





- Looking at analytics is just too much information that doesn't really mean anything. You can see how many likes and comments you're getting, but when those numbers stay stagnant, you aren't sure how to pivot.
- You're up past midnight every night, trying to do it all yourself. Supporting your clients, preparing your next launch, staying on top of emails, creating content, AND on top of that - doing your own social media marketing.
- It's another night of eating takeout food and skipping your workout. For a health coach, you're feeling pretty unhealthy.
- You started your business to have more freedom, but it seems like all you do is stay home and work. It's been months since you had a real vacation.
- You started your business to make the world a better place, but now you feel disconnected from your true mission. You wonder if starting a business was the right idea for achieving your goals.

Did any of
those
experiences
resonate with
you?

Then
you're in
the right
place!

Hi, I'm Laura, the founder of Ginger Vegan Social Media. When I started managing social media over three years ago, I checked every single one of those boxes. I invested in mentors and courses, not to mention countless hours of trial and error, so that you don't have to.

I teamed up with my business partner (and husband), Peter, an award-winning designer with more than a decade of digital marketing experience. Together, we're helping fellow vegan business owners take social media off their plate so they can

get back to doing what they love.

As a vegan coach, you have an opportunity to guide people to live healthier lives, save animals from suffering, and heal the planet. Those are big goals, and they come with their fair share of challenges.

We know that your most valuable resource is time. To help you streamline your social media efforts and gain back precious hours, we've created an easy 10-step guide that you can start applying today. Let's get started!

STEP 1

Choose 1-3 social platforms to focus on

Chances are you don't have time to manage an account on every major social media platform. The truth is, you don't have to (and it wouldn't even get you the best results)! Just decide on 1-3 platforms to be consistent on.

How do you know which platforms are best for you? It depends on a few things:

1. Your target audience
2. Your goals for social media
3. The types of content you create for your business

The most important factor is your target audience. What social media platforms are they using? Think about your ideal client and consider their age, sex, profession, and interests. That will help you understand where they spend time on social media.

Then, think about what you want to achieve with social media marketing. Common goals are growing brand awareness, building an email list, selling course memberships, or booking clients.

Finally, look at the content you typically create for your business. Do you take a lot of photographs or create other visual content? Do you film videos? Do you write blog posts or articles? Choose a platform that will best highlight your work.



STEP 2

Make your profiles work FOR you

Social media isn't just about what you post. It's also about what your profile is telling potential clients. You want to avoid someone landing on your profile and leaving with no idea of what you do, who you help, or how they can get in touch.

Do your profiles have the following?

- Keywords in your bio/description that will help you appear in searches
- A high-quality photo of you or your logo
- Banner/cover graphics that capture your brand
- A concise summary of who you help and the benefits you provide
- A call to action (CTA) for what you want the person to do next
- Links to your calendar, website, or your contact info
- Pinned posts at the top of your feed highlighting your best offers, advice, your latest course, etc.

Pro Tip:

Have a few versions of your bio and business description. You will need both very short, catchy taglines and longer, more detailed descriptions depending on the social platform.

Pick 5-7 content buckets

3 STEP

Coming up with post ideas can be one of the most time-consuming parts of social media.

Content buckets are broad topics or types of content that each of your posts will fit within. They help keep your social media consistent and help you brainstorm content.

Examples of content buckets for coaches include:

- Inspiration
 - Quotes and personal stories work great
- Education
 - Expert tips, how-to's, answering questions
- Mission
 - Talk about your core mission, why you started your business, etc. to connect with your audience on your shared values
- Community
 - Client wins, shout-outs, asking engaging questions
- Promotion
 - Highlight your services and all the amazing ways you help people
- Behind the scenes
 - Reveal your process and tease new launches to build curiosity and excitement

Pro Tip:

Videos perform better than any other type of content. If you're only posting photos, consider recording some videos or even doing a livestream. It doesn't have to be formal and edited to perfection. Just have an idea, hit record, and share your wisdom with your community.

It's also totally fine to post content that falls outside of your usual buckets. Don't place limits on your creativity! You can mix things up and post when you're inspired. The content buckets are just here to guide you.

Set up a content calendar

4 STEP

Few things are more stressful than trying to post on social media at the last minute. The trick to systemizing is planning ahead, and a content calendar is one of the best tools to do that.

You can use any tools you like (or just a trusty pencil and planner) to create your calendar. Some helpful tools are Google Sheets, Google Docs, Excel, and Canva.

Start by assigning the content buckets from Step #3 to particular days. It can follow any pattern you want, or even rotate. You can also add upcoming events, important dates for your business, and relevant or interesting holidays that can add something fun or informative to your regularly scheduled programming.

Then, decide the specific post topics you want to cover for a given day. The more specific you get now, the less you have to come up with in a hurry later.

Pro Tip:

It's okay to post about the same topic more than once, as long as you spread the posts out a bit. Social media users are so flooded with information that redundancy in your content is actually a good thing. They need you to hit the same notes multiple times.

Don't feel like you need to fill in every single day on the calendar. You get to determine how often you post. If you're just starting out, it may be once per week to start. If you're a content machine, it could be 5 times per week. The important thing is to be as consistent as possible (the algorithms love consistency)!

STEP 5

Use the right design tools

Unless you're a graphic designer or Photoshop pro, you might be struggling with creating visually appealing images for your feed. Luckily, there are some amazing (and free!) tools that can make the process so much easier.

Canva is a free tool that just about anyone can use to make stunning images for social media, websites, printing, and more. It offers platform-specific templates for posts, banners, cover photos, etc. so you don't have to worry about your images fitting properly. Canva also has thousands of illustrations, photos, & other design elements you can use.

Great photos are important for making a good impression. If you don't have the latest iPhone, or you just aren't interested in taking your own photos, that's okay. Stock images are also an option. Here are just a few sites where you can find photos:

- [Unsplash.com](https://unsplash.com)
- [Pixabay.com](https://pixabay.com)
- [Burst.shopify.com](https://burst.shopify.com)
- [Stocksnap.io](https://stocksnap.io)
- [Kaboompics.com](https://kaboompics.com)
- [Createherstock.com](https://createherstock.com)

Pro Tip:

Having a brand identity is essential to creating an attractive, cohesive social media feed. Have you determined your brand's colors, fonts, logo, and photo filters? Let your brand aesthetic drive the look and feel of your posts. Create a few branded post templates that you can simply plug new content into.

STEP 6

Automate posting with scheduling tools

Now that you've got stellar images and compelling captions, it's time to schedule your posts. It may seem like a lot of work, but it is much faster and easier than manually posting every day.

There are many scheduling tools out there that you can try based on which platforms you're using and your budget, but we recommend starting with these tools that we've already tested and given our seal of approval:

- Creator Studio is Facebook's built-in scheduler that can also be used for Instagram. It's the best tool to use for Facebook posting because you'll get more reach than if you use an outside scheduler. From the dashboard, you can also manage your inboxes on both FB and IG.
- Planoly lets you schedule Instagram posts AND stories, as well as visually plan your grid for the month ahead. That makes it much easier to manage a grid layout, if you're following one. Planoly is an official IG partner, so you don't have to worry



about the algorithm hiding your posts. Our favorite feature: hashtag groups that you can save, then easily plug into any post. No copy/pasting needed!

- Hootsuite is the most versatile tool, since it can schedule posts on multiple platforms. That makes it a great option for beginners who want to schedule everything in one place. It is perfect for Twitter and LinkedIn scheduling, but be aware that it's not an official IG or FB partner, so your posts may not perform as well if you use it for those. Use it to set up tweet streams, so you can follow specific hashtags and monitor what people are tweeting about you.
- Tailwind doesn't have a free version, but you definitely want to consider it if you're active on Pinterest. You can schedule pins and re-pins, but the best part is that you can automatically post across different group boards – this gives your exposure a big boost while saving you tons of time. It also has a hashtag discovery tool that helps you find the best hashtags, fast.

Compile hashtag groups

A hashtag strategy is essential to organically growing brand awareness and getting your content in front of more eyes.

A major time-saver is having pre-saved groups of hashtags that you can easily copy/paste into your posts. Some tips for building effective hashtag groups: Research hashtags to find out how active they are, who posts there, and find new tags you hadn't thought of. Be in the hashtags that your ideal client would be scrolling through.

- Don't use the same hashtags for every post. Alternate the groups you use so you can see which tags generate the biggest reach. Try new ones if you're not getting the results you want.
- Avoid generic hashtags and hashtags that have over 1,000,000 posts. They are too saturated for your content to stand out, and your target audience won't see them.
- Don't use the same hashtags on every platform. The tags that work on Instagram may not be relevant on LinkedIn, for example. Tailor your hashtags to the platform.
- Double-check your hashtags before using them to make sure they aren't banned or flooded with inappropriate content. Sometimes seemingly innocent tags can be full of spam that you don't want to be part of.

7 STEP

Pro Tip:

Take advantage of the 30 hashtags that Instagram allows per post. It's not uncool to use all 30 – it's part of a great social media strategy.

STEP 8

Batch-create content

“Batching” your content creation process will save you time and help keep you organized.

Batching means that you designate a block of time solely for completing one type of task. It works best when you create content in advance.

First, fill in your content calendar template. Then, follow a schedule like this:

1. Time block 1: Write all of the captions for this month's posts.
2. Time block 2: Select/edit all of the visuals for this month's posts.*
3. Time block 3: Use a scheduling tool to put it all together and set posts to automatically go up.

*Customize this to fit with your content. For example, have a day for filming videos, another day for recording podcasts, etc.

Pro Tip:

Create folders on your computer for photos you've taken and photos you've downloaded from stock image websites. As you take or find photos, save them in one spot so you can easily access a bank of images when you're preparing posts for the month.

Pro Tip:

Remember to tailor your captions to each platform if you're cross posting. That includes length, tone, and CTAs

STEP



Track your post performance

Pro Tip:

Likes and follower count aren't the numbers you need to be paying attention to. Those are "vanity metrics" that don't necessarily tell you whether you're reaching your target audience (and making a lasting impression on them). Engagement is more important, especially shares and saves.

When you start checking your social stats, it can feel like information overload, especially since each platform has a different way of tracking and presenting the data.

However, monitoring these stats regularly is important for knowing what's working and what isn't. It can show you:

- The types of posts your audience responds to
- The days and times that your community is most active (aka the best times for you to post!)
- How many people have seen your posts
- How users are engaging with/ reacting to your posts

Repurpose your content

10 STEP

Every piece of content you create for your business can be repurposed, potentially giving you weeks of posts across all of your social profiles. It works with writing, visuals, videos, audio, and any other content you make.

Repurposing doesn't mean that you post the same exact thing over and over. Instead, you break it apart or change the format. Let's look at a few examples:

Instagram is a great place to easily repurpose content. Look at any post on your feed – you can turn that into a quick story or reel, or talk about it more in-depth in a livestream or IGTV video.

Pro Tip:

Go back to your past creations to look for content you can bring back into the mix. Have a favorite blog post? Break up your key points and turn each of them into a post. Did you record an awesome how-to video? Edit it into smaller sections and upload them as bite-sized tutorials on your social profiles.



What's Next?

With the power of these 10 steps, you can feel confident to run your social media, rather than letting it run YOU! Use social media with intention and systemize it so that you can focus on supporting your clients, growing your business, and most importantly - taking care of yourself.

“No matter where you are on your journey, that’s exactly where you need to be. The next road is always ahead. ”

— Oprah Winfrey

You're exactly where you need to be and the next road is here - but you don't have to travel it alone! The DIY approach to social media isn't for everyone and that's okay. We're here to support you.

Do you have questions about anything in this guide? To help you along your journey, you can book a free 30-minute clarity call with us to find out more about how we can help you create and maintain a thriving social media presence. Book your call with us today and get help with:

Social Media Management

Our done-for-you service where we plan, write, and schedule your posts.

Social media coaching

One-on-one coaching sessions and a custom strategy to set you up for success.

Design Services

Brand identity, web design, and more graphic design solutions



www.gingervegansocialmedia.com

