Social Media Process

Last edited: July 12

Note: The instagram should have a colourbrand guideline

Step 1: Plan Content

Step 2 Shoot Videos & Pictures
 Team: Cameraman + Content Creator

Create picture & video content. The content creator will provide direction and instructions for each video including the concept and title. (Every video should ideally start with the title name of the video "hollywood style").

- 2 shoots & 1 social event per week (3 events, each event we make content)
- Shoot 5 small videos for instagram/facebook/linkedin at every event
- Take 5 awesome pictures at every event
- At every photoshoot do 1 "attractive man" video for youtube /2x a week / each photoshoot
- At every photoshoot do 1 video for UNICORN FREEDOM, Teaching Video (Youtube teaching) 2 / photoshoot
- Do 1 youtube video for every event. Can also be Interviews (Youtube Podcast) - 3
- Shoot 10 TikTok videos

Step 3: Upload Content That Can Be Used
Folder: Content needs editing

3.1: Cameraman uploads unedited content onto Google Drive folder so that team can access in "Content needs editing"
Team: Cameraman

3.2: Label content correctly so that the team can find it by name. Use title sheet to find exact title:https://docs.google.com/spreadsheets/d/1d2HeC6KW_bt4akKpr_FOWCJ1nPXJXjSG8AqiNCyhNbM/edit?usp=sharing
Team: Cameraman
https://drive.google.com/drive/folders/1mhuRo5P7c2qEXNfTus_J4AlCGGi4sjrx?usp=sharing

3.6: Make sure images from **Content finished editing → "Pictures - Raw Edited" → Images that need editing"**are divided 50-50   → **"Quote Cards"** and the other 50 % are put inside → **"Normal Pictures"** folders

Designer

Step 4: Repurposing Content

(Test: rev.com + free software +temi.com)

TRANSCRIPTION

4.1: Pick video from **"Rest Of Social Media - Raw Edited"** and write Transcription of video

- Make sure that the text transcription without the sound makes totally sense
- Go through transcription and do diligence

3.3 Editor download videos from "content needs editing" check if edits need to be done
Edit unnecessary parts out to ensure content is ready for further use
Team: Editor

3.4: Upload/move edited content into folder: "content finished editing - Raw Edit" in google drive
(All videos for IG, FB & Linked in put in the same folder called: "Rest of Social Media - Raw Edits

- Label content correctly, the exact file name must be copied

Team: Editor

Image Process: (NUHR START HER)

3.5 Make sure that you create 1 image from each video. Label each image the same as video file and upload to
Content finished editing → "Pictures - Raw Edited" → "Images that need editing"Team: Writer

4.2: Upload srt. File and google docx. Versions of the same transcription in google drive: **"Content Ready" →**
"Transcription For Videos - Ready" + "srt. file" folders. Label it correctly
Word file: https://drive.google.com/drive/folders/1AWVYzO_bZkn6TFhpjMd3zUXpEcfJZDES?usp=sharing
Srt file: https://drive.google.com/drive/folders/1rtkJ1HpM9JLjqhZza2wDOxUAxRb28q7t?usp=sharing

Team: Writer

4.3: Open "**Content Ready" →** "**Quote Sheet"**
Team: Writer

4.4: Put direct link to specific transcription into ""**Content Ready" → Quote Sheet** and mark the status "Ready for quote"
Team: Writer

4.5: Send the direct link of transcription to 2nd writer

- 2nd writer looks for mistakes
- Make sure that the text transcription without the sound makes totally sense

Transcription process finished

Quotes:

Create quote from transcription:

4.7 Open: ""**Content Ready" → Quote Sheet.**
https://docs.google.com/spreadsheets/d/1PwPK2W882b5yTLFdlWc0I6a9yq2lwl-ttQTP_PxJBWg/edit?usp=sharing
And open the google doc link inside the sheet (that directs to the video transcription). The file is marked "Ready for quotes"
inside the excel sheet.

4.8 Use the transcription file to create ONE QUOTE: 2 -22 words quote that recaps the "message" of the video transcription
fileo.

4.9 Insert the quote in the **Content Ready"** → "**Quote Sheet"** and make sure to label the quote status "not used" in the quote sheet
Team: Writer (preferably 2nd writer ?)

Designer steps in:

4.10: Choose picture from **"Content Finished Editing"** → **Pictures - Raw Edited** → "**Pictures For Quote Cards"** and open ``**Content Ready"** → "**Quote Sheet"** and match it with "Not Used" quote from Quote Sheet, put quote and image in your design program.

Find images for quote cards hre:
https://drive.google.com/drive/folders/1dVaxskvUeKAyUhonJR3miaqv8wNMJjFg?usp=sharing

Match it with quote from quote sheet:
https://docs.google.com/spreadsheets/d/1PwPK2W882b5yTLFdIWc0l6a9yq2Iwl-ttQTP_PxJBWg/edit?usp=sharing

Team: Designer

4.11: When you have matched a quote with a picture. Take picture from **"Content Finished Editing"** → "**Pictures - Raw Edited** → "**Pictures For Quote Cards" and put it in** → **"Pictures Used"** Team: Designer

Team: Designer

4.12: Design Quote Card

- Look at Gary Vaynerchuck or Grant Carddone to model Design
- Decide on a cool filter
- Don't let quotes fill up more than 20-40 % of the image.
- Use design program you are comfortable with (using Canva, PickMonkey, Phonto)
- Nuhr: Check properties for linkedin Facebook Instagram

Team: Designer

4.13: Upload fully designed quote cards to **"Content Ready"** → "**Quote Cards Ready"**
https://drive.google.com/drive/folders/1wu_zPZlby1rfbkCpCB04wDmEzn8stHrg?usp=sharing

4. 14 name the quote card the same as the video transcription file
Team: Designer

4.15. create direct link to the quote card and insert in the quote sheet

4.16 Mark the status of the quote card: "Quote Card Ready To Post"

Design videos for Social Media ready to upload:

4.17: Pick video for FB/Insta/LinkedIn & start editing process of creating video subtitless + Design frames for social media + Edit into the right dimension so video is ready to be uploaded

Pick the video from **"Content finished editing"** → **"Rest of Social Media"** and then continue to next step

4.18 Insert subtitles on the video - Take the transcription srt file from **"Content Ready → Transcriptions for video - Ready → srt.file" https://drive.google.com/drive/folders/1rtkJ1HpM9JLjqhZza2wDOxUAxRb28q7t?usp=sharing** and insert subtitles into the video that you are editing. You can use handbrake app to burn in subtitles (srt file)

Guideline for subtitles:

- model Gary V & Grant Cardone in subtitle design style, font, size, colour, the way the subtitles come in (1 sentence at the time)
- Don't write anything that is not being said and write in a way that makes sense to the reader with no sound.

4.19 Insert "design frames" for social media into the video. Important: Use the file name of the video in the headline of the design frame for the video.

- Copy/Model the style of Gary V & Grant Cardone

4.20 Once the subtitles are added to the video. Take the transcription file: **"Content Ready → Transcriptions for video"** and move it to **"Transcription Ready For Description"**
Move from here: https://drive.google.com/drive/folders/1AWVYzO_bZkn6TFhpjMd3zUXpEcfJZDES?usp=sharing
To here: https://drive.google.com/drive/folders/1kGHu2iE32Ggtt2G2bxs-Peo91uCeUPVy?usp=sharing

4.21 Edit the video into the right dimensions for FB/IG & Linked & upload to respective "Video Ready" folder

Dimensions:
720x 720 for Facebook & Instagram
4096x 2304 for For LinkedIn:

- Upload Facebook/Instagram edited videos on **"Content Ready" → "IG + FB Video - Ready"**
- Upload LinkedIN edited videos on **"Content Ready → LinkedIn Video - Ready"**

Team: Editor/content creator

4.22 Edit Youtube Video and make it ready for upload

A) Edit Youtube Podcast Video "**Youtube Podcast - Raw Edited Ready"** together with intro.
B) Take the finished edited file with intro and put it in **"Youtube Podcast Video - Ready"**

Create Thumbnails for videos

4.23: IG/FB & LinkedIn Thumbnail

a) Open "Content Ready" → "IG + FB Video Ready"
  Open "Content Ready" → LinkedIn Video Ready"

b) Take attractive screenshot of the videos

c) Name the screenshot the same as the video

d) Upload the screenshot (720x 720) for FB & Instagram in **"Content Ready" → "IG + FB Video - Ready"** → IG + FB Video Thumbnails - Ready" (**remember to name the file the same as the video)

Upload the screenshot/thumbnail (4096x 2304) for Linkedin video in **"Content Ready"** → **"LinkedIn Video -Ready"** → **LinkedIN Video Thumbnails - Ready"** remember to name the file the same as the video)

4.22: Youtube Thumbnail

    a)   Open "Content Ready" → "Youtube Podcast Video - Ready"

    b)   Create an attractive thumbnail, crop client image + make beautiful design with video title

    c)   Name thumbnails the same as video file name

    d)   Upload XYZ dimension in: **"Content Ready"** → **"Youtube Podcast Video - Ready"** → **Youtube Video Thumbnails - Ready"**

Team Designer

Prepare Descriptions

4.23: Prepare Description/keywords/tags for YouTube.

    a)   Open **"Youtube Podcast Video - Ready"** and Pick a video file
    b)   Create & save a google doc inside **"Content Ready"** → **"Youtube Podcast Video - Ready"** → **"Youtube Description"**
    c)   Name the google doc exactly the same as the video file name
    d)   Follow this guideline and create the description in this description google doc

4.24: Create AUDIO Podcast & Prepare Description

    a)   Take a Youtube video & strip the audio and make it ready for an audio podcast. Insert ready to upload mp3 file in: **Content Ready - Podcast Audio Ready**
    b)   Open the audio file
    c)   Take google docs from: **"Content Ready"** → **"Youtube Podcast Video - Ready"** → **"Youtube Description"** when you want to post
    d)   Follow this guideline and create the description in this description google doc

4.25: Prepare Description and Hashtags For FB/Insta/LinkedIn Video Post & quotecard Post.

    a)   Open **"Content Ready → Transcriptions ready for descriptions** and Pick a video transcription file (for inspiration to your description)
        https://drive.google.com/drive/folders/1kGHu2iE32Ggtt2G2bxs-Peo91uCeUPVy?usp=sharing
    b)   Create & save a new google doc inside **"Content Ready"** → **"Description For IG, FB, LI"**
        https://drive.google.com/drive/folders/1QtIHhoBBCdmKTArg3EvK2S2_f6WCipos?usp=sharing
    c)   Name the new google doc (description) exactly the same as the video transcription file name
    d)   Follow this guideline and create the description in this description google doc.
        - Create 2 different descriptions: Video description 5-95 ord (average 33-50 words), quote card description 50-30 % smaller
        - Create HashTags based on what guideline?
    e)   Normal pictures, not quote cards. Let's keep the description to 1-7 words

f) When finished move "Transcription ready for description" to "Transcriptions Used for description" so the writer can find out if transcription its used or not (there is no folder for social media for step a)

Step 5: Posting Videos On Various Platforms
Team: Brand Manager

Instagram

5.1 Open specific file name **Content Ready" → "IG + FB Video Ready"** folder
5.2 Open matching specific file name **"Content Ready" → "Description For IG, FB, LI"**
5.3 Upload all content to the corresponding platform with the correct descriptions, Tags & Emojis
5.4 Use the scheduler function to upload videos 14-30 days ahead of the time.
5.5 Move video from **Content Ready" → "IG + FB Video Ready" to → Posted on IG**

LinkedIn:
Wait 1 week (we must have a process for waiting)
5.1 Open specific file name in **Content Ready" → "LinkedIn Video Ready"** folder
5.2 Open matching specific file name **"Content Ready" → "Description For IG, FB, LI"**
5.3 Upload all content to the corresponding platform with the correct descriptions, Tags & Emojis
5.4 Use the scheduler function to upload videos 14-30 days ahead of the time.
5.5 Move video from "**Content Ready" → LinkedIn Video Ready" to → Posted on LinkedIn**

Facebook:
Wait 2 weeks (we need to have a process for waiting):
5.6 Open specific file name in "**Content Ready" → "IG + FB Video Ready" to → Posted on IG**
5.7 Open matching specific file name in **"Content Ready" → "Description For IG, FB, LI"**
5.8 Upload all content to the corresponding platform with the correct descriptions, Tags & Emojis
5.9 Use the scheduler function to upload videos 14-30 days ahead of the time.
(Make sure that FACEBOOK videos are at least 7 days after Instagram)

Youtube:
5.10 Open "**Content Ready" → "Youtube Podcast Video Ready"** folder
5.11 Open matching specific file name **"Content Ready" → "Youtube Podcast video Ready" → "Youtube Descriptions"**
5.12 Upload all content to the corresponding platform with the correct descriptions, Tags & Emojis
5.13 Use the scheduler function to upload videos 14-30 days ahead of the time.
5.14 Move video from " "**Content Ready" → "Youtube Video Ready → Youtube Video - Posted"**
Brand Manager

Step 6 Posting Pictures & Quote cards

Quote Cards:

Instagram
6.1 Open specific file name **Content Ready" → "Quote Cards Ready"**
6.2 Open matching specific file name **"Content Ready" → "Description For IG, FB, LI"**
6.3 Upload all content to the corresponding platform with the correct descriptions, Tags & Emojis
6.4 Use the scheduler function to upload videos 14-30 days ahead of the time.
6.5 Move quote from **Content Ready" → "Quote Cards Ready" to → Posted on IG** and change it on the quote sheet

6.6 LinkedIn - Must post 1 week after ?
Do the same just schedule 1 week after

6.7 Facebook - must post 2 weeks after
Do the same just schedule 1 week after

Normal Pictures

6.8 Open se **Content Ready"** → **"Normal Pictures Ready"**
6.9 Upload all content to the corresponding platform with the correct descriptions, Tags & Emojis (keep it simple 1-5 words)
6.10 Use the scheduler function to upload videos 14-30 days ahead of the time.
6.11 Move video from **Content Ready"** → **"Normal Pictures Ready" to** → **Posted on IG**

6.12 - Must post 1 week after ?

6.13 - Must post 2 weeks after original

Step 7: Upload podcast

7.2 Upload it to the App and website with proper description (ANCHOR - 9 different platforms at the same time)
- Upload to Website (Link to website from all other Social Media)
- Once uploaded, move the file to "Podcast - Uploaded"   -

Step 8: Create TikTok Videos
(Needs work)
Team: Content Creator/ Editor/ Uploader - Could be a TIKTOK specialist

Create compelling videos for TikTok
- Take files from TikTok folder: "Tik Tok - Raw Edited Videos"
- Enhance them & make edits to them

Step 8.1: Prepare TikTok Description and Hashtags.

Team Writer

8.2: Upload description in **"Content Read Folder"** → **"TikTok - Ready"** Folder

Team Writer

8.3: Upload them to TikTok

Team Uploader

8.4: Upload them To "TikTok Uploaded" Folder

Step 9: Upload Instagram Stories

- Create instagram Stories out of other platforms
- Take Instagram Stories From **"Content Read Folder"** → **"Instagram stories - Ready"** Folder and upload on IG

- Move posted Instagram stories to **"Content Posted"** → **"Instagram stories - Posted"** Folder

Additional Tips For Instagram Stories:

- Utilize existing content from other social media platforms and create:

- Polls
- Giveaways
- Story Highlights
- Swipe Ups
- TikTok (Take them to TIKTOK)

Step 10: Promote Your Brand & Inspire The World
- Create Engagement & Followers
- Retargeting
- Sell

Step 11: Update "Social Media Process" Sheet daily.

- After 7 Days Update sheet with likes/views/shares across all social media platform posts.

The Likes And the posting statistics sheets not done and need a process for this

Social Media Process Checklist

The most important question to ask: *Have EVERY single step in the process sheet been followed ?* Go check for yourself here: https://docs.google.com/document/d/1VXGxwVTK3YZtVBoVq-sQ6TR5J88nttO2UJHwEMQnxB4/edit. You MUST micro-manage.

95 % of all problems will be solved by checking the process link above.

But here are some extra questions to quickly help you:

1. Is the content from content needs editing edited correct ? Has unnecessary parts been removed ?

2. Are pictures divided into quote cards and normal pictures into the right folders ?

3. Are files labeled correctly everywhere? Remember, video, transcription, description & quote

cards, thumbnails all have the same name

4. Are video transcriptions done correct, is it following the exact guidelines?

5. Are quote cards done correctly with the quote sheet properly filled out ?
- Is the transcription link inserted?
- Is the quote created ?
- Is the quote card created and named right ?
- Is the status correctly updated ?
- is a direct link to the quote card inserted in the sheet?
- quotes cards are in the right quote card ready folder ?

6. Are the videos done right?
- Frames that are modeled from Gary V / Grant Cardone
- Subtitles that are modeled from Gary V / Grant Cardone.
- All subtitles right size
- Are all videos in the right dimensions and right ready folders ?
- Are the Youtube video done ?

7. Are thumbnails done right?
- Check in the right folders (IG/FB folder & LinkedIn Folder)
- Check the Youtube Thumbnail (write what it needs here)

8. Are descriptions done right and with NO mistakes ?
- Video version
- Quote card version
9. Is a Podcast done ?

Fast Overview Checklist:

1. Edited Video Correct

2.Devide pictures into the right folders , quote cards and normal pictures

3. Are fies labeled correctly everywhere? Remember, video, transcription, description & quote cards, thumbnails all have the same name

4. Transcriptions with no mistakes

5. Make awesome Quote Cards
- Creation
- Design
- Quote sheets filled out correct

6. Videos look like Gary & Grant Cardone:
- Frames
- Subtitles
- Dimension

7. Attractive Thumbnails

8. Descriptions with no mistakes

9. Podcast with intro