

Social Media Management Master Doc

for Jen Hickle & Never Alone Coaching

Target market, what we stand for, and Messaging map:

<https://docs.google.com/document/d/1X2hfCxAl-kITPO0Jmp7gJIORge4pp5aB5u9-2-gPvVE/edit#heading=h.chvtvaysc1u1>

Posting Schedule & Who Does What, Org Chart, and Who Does What:

https://docs.google.com/spreadsheets/d/1ROwqKU2NSSX-Q3z_On1IHrl-Z1wlxm7N1EP4YxPu4Qw/edit?gid=1532246225#gid=1532246225

https://docs.google.com/document/d/17ROKAnMXb1wxkFQxldzqJxhpW8yZpnXrYuB_AiMYQfQ/edit?tab=t.0#heading=h.crr10tj395yp

Video Captions:

https://docs.google.com/document/d/1kA41N8fKxDhXT3nKGzM6Fyt_bO0nBQIsKD0dB-FKp4c/edit?tab=t.0

Graphics Creation Schedule

- Rachel creates 15ish images for the month for Jen's social media
- Jen approves
- Rachel shares with Kate
- Kate schedules

OLD SCHEDULE

- Jen creates the schedule for posting
- Jen creates content ideas
- Jen creates graphics every month for:
 - NABS-12 Informational/instructional about SEO and Websites
 - NABS-8 memes or funny pics about Chris
 - Promoting the VA Academy-8
 - Promoting VA services; hiring a VA-15
 - Quotes and inspiration-12
 - Scripture-8
 - Holidays- 4
- Rachel creates a Canva Doc for the Monthly Marketing images for the VA members
 - Copy images that Madeline made and that Jen approved
 - Use Promoting VA services; hiring a VA-15

- Quotes and inspiration-12
- Scripture-8
- Holidays- 4
- Jen approves
- Rachel posts in the VA Academy on the first of the month
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- Jen sends links to Rachel when ready for proofing
- Rachel checks the spelling and grammar and sends back to Jen
- Jen adds captions she wants on each file in Canva comments
- Jen answers any questions and adds clarification
- Kate schedules all posts on Meta and in groups:
 - Work from home and homeschool free FB group
 - VA Academy Jen Hickie FB and IG
 - NABS FB and IG
- Rachel creates Social Media Spotlights
 - sends to Kate when ready
 - Rachel creates the caption from the info they've given us
 - Kate proofreads, fixes
 - Jen approve the images
 - Kate schedules the post in free group and Jen's channels
- Rachel posts everything in these
 - VA Academy paid FB group
 - VA Academy new members paid FB group

Creating Content Guidelines

- When creating images for The VA Academy, Jen's Instagram, or Jen's FB page, please stick to our branding colors and fonts on Canva! You can add a little flare but the look needs to be consistent and recognizable. Make sure they are engaging, funny, flag waving and scripture quotes
- When creating images for the Monthly Marketing images for the VAs, stick to a few colors and fonts so they can change them to their own branding. Have fun and mix it up.
- If you have questions, ask!
- Create Monthly Marketing images in a separate Canva (than Jen's images) each month.
- Focus on promoting their VA business.
- Make them fun and clever. What will people like/comment on/engage with on social media?
- Can use some memes sparingly
- Can use some holidays for that month
- Can use a photo of Jen with the intention that they put their photo in the image instead
- Use ChatGPT to come up with fun ways of wording things
- See images that Jen created a few months ago for ideas!
- If several images are intended to be a carousel post or posted together, indicate this in the comment section before sharing with the Academy.

Guidelines for each platform:

Facebook Page Goals:

- MP4s
- Reels
- Powerful quotes
- Strong statements that elicit a response (like waving an opinion flag)

Goal for ads:

- To enter our funnel,
- get emails,
- get invited to the FB group

Facebook Group Goals:

- Engagement
- Information about growing a VA business
- Info about Jen and the VA Academy
- Launches
- Get on waiting list
- Opt-ins

Instagram Goals:

- Stories (Jen)
- Engagement
- Powerful quotes
- Family pictures, stories
- Beautiful quotes
- Information about being a VA
- Reels
- MP4s

Content to use

(Do not change originals. Please 'make a copy' of the file and then change):

Canva Images to use/revise!

List of docs:

https://docs.google.com/document/d/1ZKH2wu_AtCIJ5E6DYcho3RzVMe9XvM0NWNESiFjwEIQ/edit?usp=sharing

VA Testimonials & Surveys

https://docs.google.com/document/d/1uBRMvFR4jwNoFs5ANDR_DuGkePQonyVACrWe5zhumSo/edit

Text To Use for Social Media Marketing

<https://docs.google.com/document/d/1QgMu8Mzlh5p2gzS3jfWtQ-IGdAct-cJCxr0xWJy4oUw/edit>

Text to Promote VA Services:

https://docs.google.com/document/d/1f6fzwmS46KScY2az1io9_RlgzvVgvnx3GhK_Nlf0QZA/edit

Text to Promote getting a VA Match:

https://docs.google.com/document/d/1f6fzwmS46KScY2az1io9_RlgzvVgvnx3GhK_Nlf0QZA/edit (need new doc for this)

Text to promote the VA Academy:

Need separate Canva doc

Text when we open the doors:

<https://docs.google.com/document/d/1iIP1K1J6MEYCwtd2ssvmtiJwmtRIBdqtQv9lrnXM4uU/edit>

Quotes to use for Images

https://docs.google.com/document/d/1zDkCOtaC_ge3wJ1c4r-otWUx3z6TSLHE-IKa6qCNYUg/edit#heading=h.plef2z2k27sm

Marketing Monday Images

January

https://www.canva.com/design/DAF2xH7d1jY/_8oSeHaHRMzDNnPQ3KWDew/view

December

<https://www.canva.com/design/DAF0DY7er4c/sJIGp8dYHNbfl0saQzzdoQ/edit?fbclid=IwAR096yJnjWTu6qL8PAyHby1qMdQMQ9D-ET8xwyNuwl5LYJQwsP7MdHNWZ6g>

November

<https://www.canva.com/design/DAFsYOX35yg/EmqDbcaQmavH7JM7ZxpyUA/view>

Social Media Spotlights

Google Doc:

https://docs.google.com/document/d/1_4QEmHlce9QRT9jbnf8K77C_yBt6BsCPVu5NbmZBwI/edit#heading=h.npj9t8lqzn6f

Canva Doc:

<https://www.canva.com/folder/FAFGbpdeopw>

Text for Canva images, quotes, and Scripture

https://docs.google.com/document/d/1zDkCOtaC_ge3wJ1c4r-otWUx3z6TSLHE-IKa6gCNYUg/edit#heading=h.plef2z2k27sm

Canva Text: Chat GPT answers about virtual assistants

https://docs.google.com/document/d/1TQSa19NeJ34_9M2UIV8Zv3Zng0Q1m5MAP1feQYAuLYc/edit

VA Facebook new member group content

<https://docs.google.com/document/d/1vETdACfXRqSKdu57yLyMP8aSyNk5lsPcNRI3XahelRo/edit>

NABS Content

https://www.canva.com/design/DAGBRyN870Q/0ln26l2vi4cwCXzp-kz0Lg/edit?utm_content=DAGBRyN870Q&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Engagement Posts Canva Doc:

https://www.canva.com/design/DAGKIJEp_tw/kYKirTE8PI371SUtyn1OqA/edit

Retreat images to use:

Main images: <https://www.canva.com/design/DAEr-V3H8U4/XGEsK4lim8RVXWEVB9UCA/edit>

Headers: <https://www.canva.com/design/DAFib8lmaTM/GjMggWU7xzy41eobLXAvqw/edit>

Rectangle: https://www.canva.com/design/DAEoU0zKigM/qxm82web50-v-Ry_ByADw/edit

Virtual and in person:

<https://www.canva.com/design/DAEr-V3H8U4/XGEsK4lim8RVXWEVB9UCA/edit>

Revised Posting Schedule

Facebook Page (VA Academy- Jen Hickle)

Kate schedules:

Daily, 1x/day

- Engaging posts that ask questions or prompt a response
- Funny posts (to moms, women, those working from home, etc),
- Flag-waving (and slightly divisive in a good way) on what we champion (family, marriage, God, working from home, homeschooling, raising kids intentionally)
- Brand topic to bring the audience together
 - Reading
 - Coffee
 - Cats
 - Jesus
 - Being home
- Social Media Member Spotlight
 - Every Tuesday
 - move to monthly when we run out of VAs to highlight
 - Purpose: for people to see themselves reflected in our members and think “I could do this!” or “She’s like me!”
- It’s okay to post not-shiny posts. Sometimes they stand out.
- It’s okay to talk about current topics in the media/news (a movie that just came out, headlines in the news that affect our audience, etc)
- Jen will make personal posts with long-form copy and pics of her or her family

Instagram (Jen Hickle):

Kate schedules:

Daily, 1x/day

- Quotes
- Scripture
- Jen’s personal posts of pictures and stories
- Social Media Spotlight- Tuesday; move to monthly when needed

Facebook Free Group: Work From Home and Homeschool

Goal: List building tool to advertise the VA Academy or VA matches. Show a preview of the VA Academy so people want to join. Show our positive and Christian vibe. Show our connection about family and homeschooling. Ask lots of questions so it’s a fun place to hang out and so people feel like they belong. It’s small and cozy and safe.

Rachel- **Monday** post promoting the Academy, the waitlist, or the Mini Course

Tuesday: *Kate schedules:* Social Media Spotlight of 1 VA Member (once a month)

Rachel- **Helpful Hints:** “Did you know?” use past Tuesday Tips, text only. Short, helpful, informative, not as in-depth as the VAA tips. Tech, social media, business, etc. (Rachel is creating this content right now)

Daily content: 1 engagement post per day- focus on asking questions about themselves, their family, their dreams, their goals, their house, past jobs, future goals for business, what businesses they have owned, etc.

Jen can provide content for this!

Rachel & Rach Broadbent approve new members

Facebook Paid Group: VA Academy

Monthly Marketing Images (monthly) (Jen posts the content in Slack) (Rachel/Madeline creates, Rachel schedules in the group)

Rachel- **Tuesday Tips** (weekly) (Jen posts the content in Slack)

Rachel- **Wednesday Wins** (2x/month Admin Assist)

Wednesday: How can I pray for you? (weekly; Admin Assist)

Various days:

-**Tiffany** celebrates challenges completed

-**Rach Broadbent** welcomes new members

-**Rachel & Rach** approve new members

Facebook Paid Group: VA Academy- New Members Group

Monday: What are you working on this week? (every week; Admin Assist)

Tuesday: Social Media Spotlight of 1 Staff Member (once a month)

Thursday Q and A: No question is too big or too small! What are you wondering about today? (every week; Admin Assist)

Occasionally: Ask VA members to post a story or testimonial in that group

Goal: Post video snippets of Jen teaching to give them a taste of the Academy (need help with the video editing)

Facebook Page: Never Alone Business Services

Kate schedules: Informational/instructional about **SEO and Websites**: 3 posts per week

Funny posts with Chris as the main character: Daily m-f; Jen creates; kate schedules

Reels: 1-2 times per week; Jen creates and posts

Instagram: Never Alone Business Services- Chris & Jen

Kate schedules: post 5x per week m-f

Jen does funny Chris posts on the fly

Jen creates Reels, edits, posts

Captions for Kate to use: (Jen creates specific captions in canva for posts)

Captions to use on serious posts:

Absolutely

Amen
Love this
So good

Captions to use on funny/ironic posts:

Totally (with laughing emoji)
Love this!
Hilarious! (with laughing emoji)
Sounds about right (with laughing emoji; roll eyes)