

Get More Done in Less Time: Efficient Social Media Strategies

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About the Speaker

Anca is SocialBee's social media marketing strategist, content creator, and marketing aficionado. While at SocialBee, Anca has been guiding people on how to make the most out of their social media marketing journey with less effort.



Today's Agenda

1. Repurpose your content
2. Create content in batches
3. Share evergreen content
4. Use templates
5. Use social media management tools

A Framework for Content Repurposing

1

Start with long-form content like a blog post, video, podcast, or webinar

2

Split the long-form content content into small pieces

3

Change the format (graphics, infographics, videos)

Create Content in Batches

→ Don't create content on a daily basis

INSTEAD

→ Dedicate a specific time each week to create content for the upcoming week or month

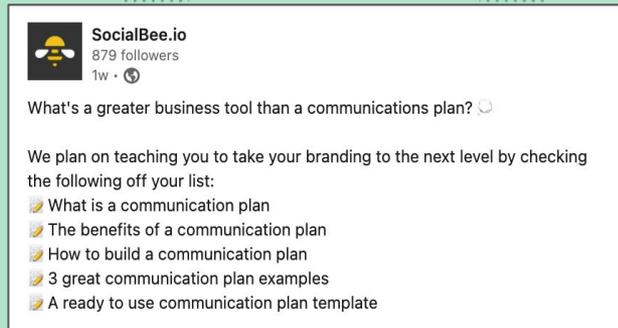


Share Evergreen Content

→ Content with long-lasting value

BECAUSE

→ It can be re-shared multiple times

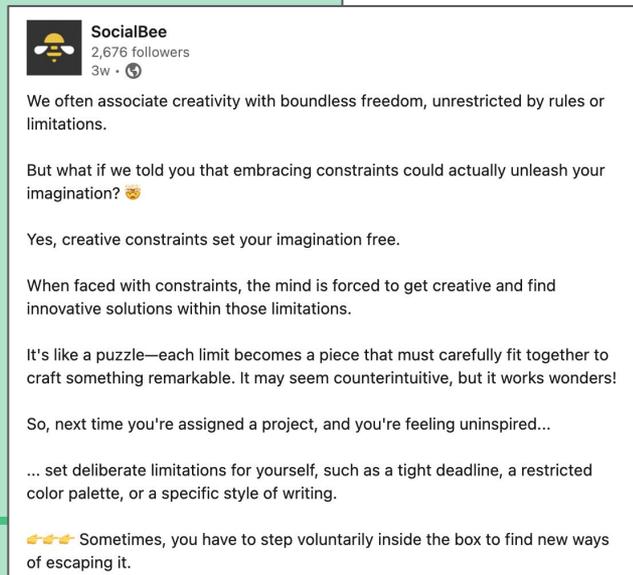


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879 followers
1w · 🌐

What's a greater business tool than a communications plan? 🤖

We plan on teaching you to take your branding to the next level by checking the following off your list:

- 👉 What is a communication plan
- 👉 The benefits of a communication plan
- 👉 How to build a communication plan
- 👉 3 great communication plan examples
- 👉 A ready to use communication plan template



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We often associate creativity with boundless freedom, unrestricted by rules or limitations.

But what if we told you that embracing constraints could actually unleash your imagination? 🤖

Yes, creative constraints set your imagination free.

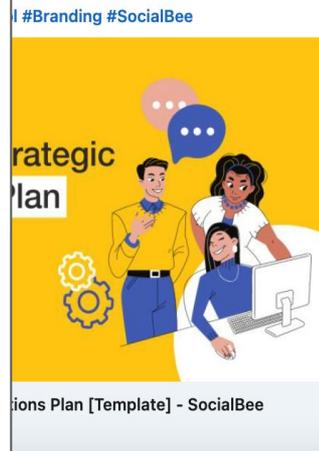
When faced with constraints, the mind is forced to get creative and find innovative solutions within those limitations.

It's like a puzzle—each limit becomes a piece that must carefully fit together to craft something remarkable. It may seem counterintuitive, but it works wonders!

So, next time you're assigned a project, and you're feeling uninspired...

... set deliberate limitations for yourself, such as a tight deadline, a restricted color palette, or a specific style of writing.

👉👉👉 Sometimes, you have to step voluntarily inside the box to find new ways of escaping it.



#Branding #SocialBee

Strategic Plan

Communications Plan [Template] - SocialBee

The graphic features a yellow background with a white circle containing an illustration of three people (two men and one woman) in business attire. One man is pointing, another is looking at a laptop, and the woman is looking at the camera. There are also speech bubbles and gears around them.

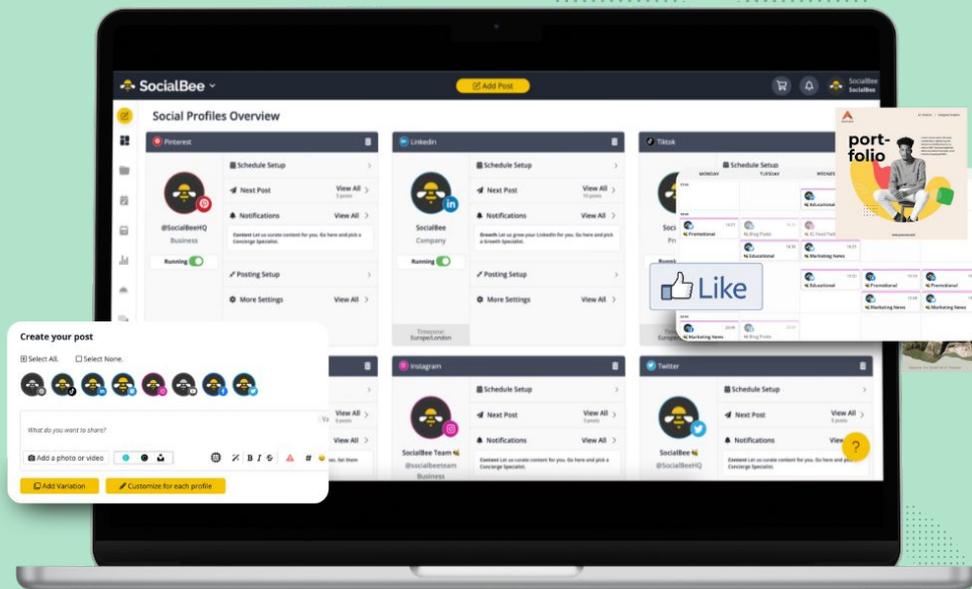
Create & Use Templates

- Create templates to streamline your content creation process and ensures consistency across all your posts



Use Social Media Management Tools (like SocialBee)

app.socialbee.com



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