Guide for using content calendar.

The attached content calendar provides a base for the month of January 2023.

Through this content calendar I have provided a template that can be edited and applied to the remaining months of the year.

W/C 1/1/23		
SUNDAY	MONDAY	TUESDAY

W/C 2/1/23		
SUNDAY	MONDAY	TUESDAY
	2/1/23 National Science Fiction Day	

W/C 9/1/23		
SUNDAY	MONDAY	TUESDAY

KEY DATES:
2/1/23 National Science Fiction Day
4/1/23 World Braille Day
18/1/23 Winnie the Pooh Day
28/1/23 National Storytelling Week

Key dates and areas we want to cover with our social media use are laid out and hightled into a key. These can be updated through a google search for key dates in the following months.

The colors highlighted on the calendar correspond with the audience we are looking to target through our social media posts.

KEY:
Day activity
Client testimonial
About us
User story
Funding
location
Feed post

With this we can pre-plan the majority of our content (see image below) by copying in a link to an image we want to use, for example for National Science Fiction day we could have a post with this theme ready to go.

W/C 1/1/23		
SUNDAY	MONDAY	TUESDAY

W/C 2/1/23		
SUNDAY	MONDAY	TUESDAY
	2/1/23 National Science Fiction Day https://docs.google.com/document/	

W/C 9/1/23		
SUNDAY	MONDAY	TUESDAY

Having your images organized into an online folder such as Dropbox makes it easier for the team to log on and post.

Posting regularly.

We want to post no more than 2-3 days a week in the main grid, this amount of posting is balanced out throughout the template and can remain this way when posting for the rest of the year.

For stories the more often you post the better, you can link your Facebook stories to be posted to Instagram at the same time.

Hashtags

#fdst
#foyledownsyndrometrust
#downsyndrometrust
#downrightcrafty
#derry
#downsyndrometrustderry
#downsyndrome
#downsyndromeawareness
 #specialneeds
#downsyndromelove
#sindromededown
#inclusion
#love
#nothingdownaboutit
#disability
#downsyndromerocks
#morealikethandifferent
#upsyndrome
#downrightperfect
#changingthefaceofbeauty
 #down

Above are the top hashtags related to the content you will be posting, some created specifically for FDST. There is no set limit to how many hashtags you use per post however 3-6 is a good start.

Reel Content.

In this document you will find all the research and a guide on creating reel content for Instagram. The guide breaks down how to make a successful and clean looking reel following what is popular online.

Reels are a fun way of putting out quick video content and require minimal editing. Instagram even has a built in editor to make reel content even easier. Pick a popular song by viewing what is trending on the explore page and get ready to post.

The same goes for Youtube and Facebook creation and I have attached research and a guide on this also.

What Are Instagram Reels?

Instagram Reels are short-form, vertical videos that can be up to 60 seconds long. The popular video feature is available in the United States and 50 other countries.

Since their inception, Instagram Reels have been an amazing way for brands and businesses to flex their creative muscles and add a visual experience beyond a grid post.

And what makes Reels different is that instead of user's only seeing Reels from accounts they follow, users see Reels from *all* Instagram accounts on the Reels tab.

Here's how to create your first Instagram Reel in four steps:

1. Storyboard Concept
2. Shoot Instagram Reel
3. Preview and Add Effects
4. Share Instagram Reel

Step #1: Storyboard Your Concept

You know how the saying goes, failing to plan is planning to fail. So, before you step in front of the red light, it's best to put a plan in place.

Here are some questions to answer and get you started:

- What topic would make the most sense for your business or brand – fashion and styling? Food recipes? Wellness tips?
- Are there any that feel like a natural fit for your brand right now?
- How will your Reels content be cohesive with your Instagram feed posts or Stories?
- Who is your target audience and what type of content will speak to them? It could be tutorials, behind-the-scenes, or a "day in the life."

From there, spend time perusing the app and take stock of visuals, text, trends, and aesthetics that you could borrow inspiration from.

Once you've got a solid understanding of your direction, storyboard your content by breaking down the clips you need to shoot in order to make the concept work.

That way, you'll gain a visual understanding of how your Reels will turn out – and have a clear plan to work from!

TIP: Explore trending audio on Instagram by heading to the Reels tab – take a scroll and note any tracks that have the "trending" arrow for your next clip.
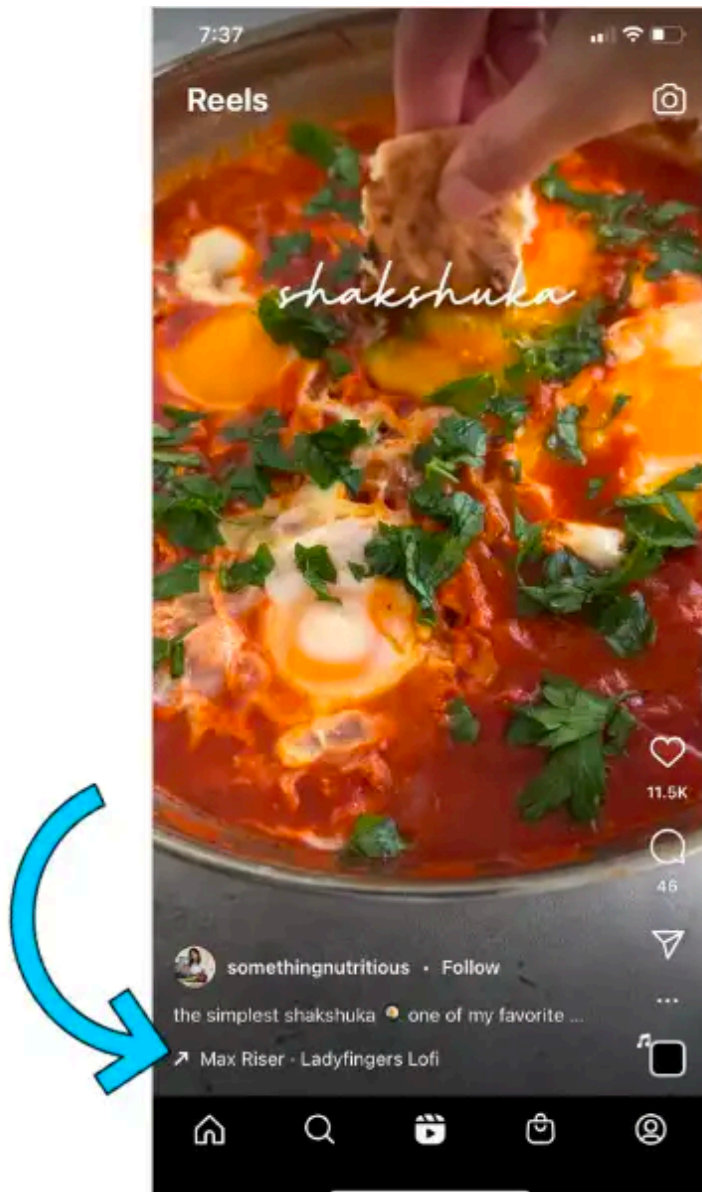
Instagram Reels Dimensions: Recommended Aspect Ratio and Video Size

Much like Instagram Stories, Instagram Reels are designed to be viewed vertically, full-screen, and on mobile.

With this in mind, it's best to create content with an aspect ratio of 9:16, and with a size of 1080 pixels x 1920 pixels.

Shooting and editing directly on mobile is a good way to stick to the optimal dimensions.

Remember, the bottom fifth of a Reel is where the video caption is displayed. Avoid having important visual elements in this section if possible.

How to Access Instagram Reels Analytics

You can access insights for Instagram Reels. Insights are available in two areas:

- On individual Reels
- The Instagram Insights tab

How to Access Instagram Reels Insights on Individual Reels:

To see how a specific Instagram Reel is performing, follow these steps:

Visit the Reels tab on your profile page and open a Reel you want to see insights on.

From here, tap the three dot icon in the bottom right-hand corner of the screen, and select "Insights."
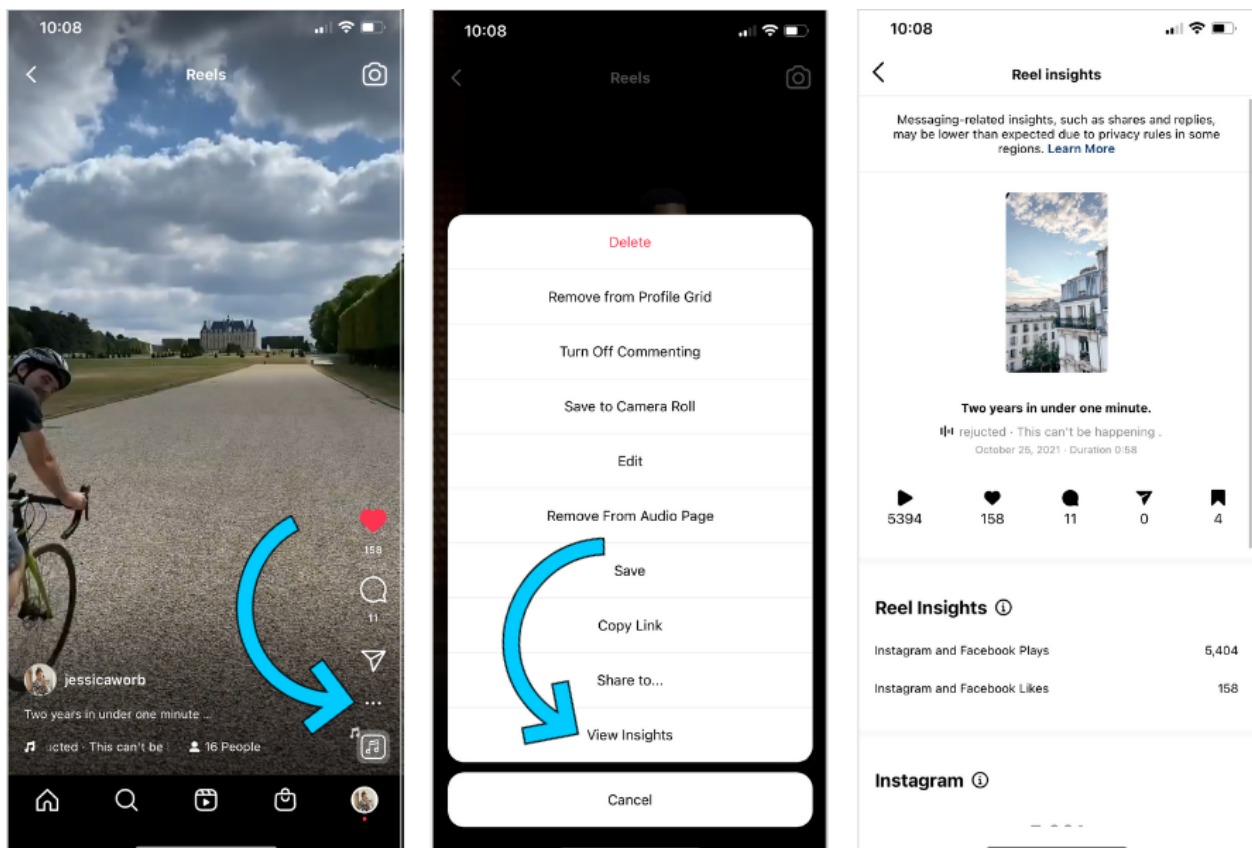
Here, users can see metrics including:

- Plays: The exact number of times your Reel has been played.

- Accounts Reached: How many Instagram users saw your Reel.

- Likes: How many users liked your Reel.

- Comments: The number of comments.

- Saves: The amount of times your Reel was saved.

- Shares: How many Instagram users shared your Reel with another Instagram user or on Instagram Stories.

How Does the Instagram Reels Algorithm Work?

Since Instagram Reels feed is entirely made up of suggested content, knowing how the [Instagram Reels algorithm](#) works is a major advantage.

The Instagram [Reels algorithm](#) favors Reels that:

- Have high engagement (such as comments, likes, shares, saves, and watch time).

- Use creative tools like text, filter, or camera effects.

- Have vertical dimensions.

- Use music from the Instagram music library and/or original audio you create or find on Reels.

With these positive indicators in mind, it's worth creating Reels that:

- Are entertaining and fun (i.e. delights people, grabs their attention, makes them laugh, or has a fun surprise or twist).

- Are inspiring (i.e. starts a trend that others can easily participate in).

- Are experimental! Try something new, be yourself, and see what works for you.

On the flip side, the Reels algorithm does not favor Reels that:

- Are blurry due to low-resolution.

- Are uploaded with a border around them.

- Have the majority of the image covered by text.

- Do not meet Instagram's Community Guidelines.

- Are visibly recycled from other apps (containing logos or watermarks).

With this in mind, it's worth creating high-quality Reels directly in Instagram.

Facebook & Youtube content

The style of video that you can create for youtube is perfect to post on Facebook and vice versa. Here is a guide to creating an engaging and successful video for these platforms!

Write engaging, must-see titles

Online video marketing is all about presentation. Titles are make-or-break when it comes to your video's performance. Ask yourself: are you presenting your content as "must-see" or "meh?"

The key to crafting killer titles is grabbing your audience's attention without resorting to clickbait headlines. People crave content that's entertaining, and they likewise want to know what your video is about from the word "go."

For example, you can take a page out of the playbooks of YouTube giants like BuzzFeed and WhatCulture. Such videos often rely on listicles, question-based titles or hyperbole ("insane," "...of all time") to rack up the views.

- **Titles and description:** Include target keywords in your titles and descriptions. You can use a tool like Keywordtool.io to help you find keyword ideas.
- **Mention keywords in your video:** According to Brian Dean of Backlinko, saying your target keywords in your video can help YouTube better understand what your video is about.
- **Engagement:** YouTube uses engagement (likes, comments, views) to help determine where videos rank in its search results.
- **Categories:** Use categories to help YouTube get a better understanding of who to show your videos to.
- **Tags:** In addition to categories, you can also add tags to your videos to give YouTube more context about your content. You can use quite a few tags, so add as many as you can think of.

Customize your thumbnails.

One of the simplest yet effective tactics to promote your videos is creating custom thumbnails. Think of your title and thumbnail as a sort of one-two punch to grab a viewer's attention.

By default, sites like Facebook or Youtube snags a screenshot from any given video and uses it for the thumbnail. Unfortunately, sometimes the image it grabs will be a blurry shot of you adjusting the camera or a transition.

Creating thumbnails yourself not only makes your videos look more appealing at a glance but also signals a certain sense of professionalism.

You can create a template with a particular font and style to make it more consistent and on-brand. This is made especially easy with the help of image creation tools such as Canva. Here's a good example from Binging with Babish:

BASICS WITH BABISH S2 •
E21

Blender Soups | Basics with Babish

1.1M views • 1 month ago

CC

BINGING WITH BABISH S2 •
E42

Binging with Babish: Krabby Supreme from Spongebob...

4.2M views • 1 month ago

CC

BINGING WITH BABISH S2 •
E41

Binging with Babish: Bao from Pixar's Bao

2.8M views • 2 months ago

CC