



SESSION - 5

SOCIAL MEDIA CONTENT PLANNING (PART 2)





UNDERSTANDING SOCIAL MEDIA ALGORITHMS



What is a Social Media Algorithm?

- A social media algorithm is a set of automated rules and formulas that social media platforms (like Instagram, Facebook, LinkedIn, YouTube, etc.) use to decide which content appears first, to whom, and in what order.
- The goal of the algorithm is to deliver the most relevant, engaging, and personalized content to each user's feed.

In Simple Words:

The algorithm is like a filter that sorts through thousands of posts and shows you what it thinks you'll enjoy most.

WHY DO ALGORITHMS EXIST?

Social media platforms are flooded with millions of posts every day. It is not possible to show every single post to every user. Algorithms help solve this problem by:

- Reducing information overload.
- Making the user experience more enjoyable.
- Showing content that users are more likely to engage with.
- Helping platforms keep users online for longer periods.

If you've ever wondered why you keep seeing posts from the same people or types of content, that's the algorithm at work!



WHAT FACTORS DO ALGORITHMS CONSIDER?



Each platform has its own unique system, but there are common signals that influence how posts are ranked and shown to users:

Factor	What It Means
Engagement	Posts with higher likes, comments, shares, and saves are considered more valuable.
Relevance	The platform matches your interests, activity, and search history to show relevant content.

WHAT FACTORS DO ALGORITHMS CONSIDER?

Recency	Newer posts are more likely to appear higher in the feed.
Relationship	Content from users or pages you interact with often will be prioritized.
Content Type	Certain formats (videos, reels, carousels) might be favored depending on trends or platform goals.



HOW DO ALGORITHMS WORK ON POPULAR PLATFORMS?



Here's a quick overview of how algorithms behave across different platforms:

Facebook

- Prefers content from friends, family, and active groups.
- Prioritizes meaningful interactions (comments over likes).
- Business pages need to create engaging content or use paid ads to get more visibility.

Instagram

- Uses user activity (likes, saves, story views) to rank posts.
- Reels and Carousels often get more reach.

Saves, shares, and DMs boost visibility more than likes alone



LinkedIn

- Focuses on professional content and industry relevance.
- Promotes content that sparks conversations and is liked or commented on by your network.
- Posts from people with strong networks or regular posting habits get priority.

YouTube (Bonus)

- Uses watch time, click-through rate, and engagement to recommend videos.
- Consistency in content type and posting schedule is crucial.



TIPS TO WORK WITH THE ALGORITHM (NOT AGAINST IT)



To succeed on any platform, you need to understand and align your content with the algorithm's goals.

Tips for Better Reach & Engagement:

- Post consistently (choose fixed days and times).
- Encourage interactions (ask questions, run polls).
- Use trending formats (Reels, Stories, Carousels).
- Add value: Make your content informative, entertaining, or inspiring.
- Use platform tools: Use Instagram Reels, Facebook Stories, or LinkedIn polls regularly.
- Respond to comments and DMs quickly—this signals active engagement
- Use relevant hashtags (not too many—5 to 10 is ideal for Instagram).
- Optimize captions with call-to-actions: “Tag a friend,” “Save this tip,” etc.

COMMON MISCONCEPTIONS ABOUT ALGORITHMS

Myth	Reality
"More followers = more reach"	Not always. Engagement matters more than follower count.
"Posting often guarantees reach"	Quality > Quantity. Don't spam—focus on relevance.

COMMON MISCONCEPTIONS ABOUT ALGORITHMS

Myth	Reality
"Hashtags alone boost visibility"	They help, but content quality and engagement are more important.

CONCLUSION

- Social media algorithms are not your enemy—they are tools that prioritize the most engaging and valuable content for users.
- If you create content that's consistent, high-quality, and interactive, the algorithm will work in your favor.
- Instead of trying to trick the system, focus on understanding what your audience values—and deliver it with clarity and creativity.



BUILDING A 7-DAY CONTENT CALENDAR



1. What is a Content Calendar?

- A content calendar is a schedule that outlines what content will be published, where, and when.
- It helps creators and businesses stay consistent, organized, and goal-focused across social media platforms.
- Think of it as a digital timetable for your brand's online presence.



BUILDING A 7-DAY CONTENT CALENDAR



2. Why Use a 7-Day Content Calendar?

For beginners, a 7-day plan is simple, manageable, and builds the habit of strategic posting. It helps you:

- Plan ahead and avoid last-minute stress.
- Ensure content aligns with your brand message.
- Maintain consistency and engagement.
- Mix up post types (educational, entertaining, promotional, etc.).

KEY ELEMENTS OF A CONTENT CALENDAR

When creating your weekly calendar, include:

Element	Description
Date	When the post goes live.
Platform	Where you're posting (Instagram, Facebook, LinkedIn).

KEY ELEMENTS OF A CONTENT CALENDAR

Post Type	Format – image, video, story, reel, carousel, etc.
Content Theme	What the post is about – tip, quote, product, story.
Caption/Hashtags	The written content and relevant hashtags.
Goal/Purpose	Brand awareness, engagement, education, promotion.



STEP-BY-STEP: HOW TO BUILD A 7-DAY CONTENT CALENDAR



Step 1: Define Your Goal

What do you want to achieve this week?

Examples: Increase followers, promote a new product, educate your audience.

Step 2: Choose Your Themes

Pick 3–5 themes to rotate throughout the week.

Example Themes:

- Educational tip
- Behind the scenes
- Client testimonial
- Product spotlight
- Fun/fact of the day



STEP-BY-STEP: HOW TO BUILD A 7-DAY CONTENT CALENDAR



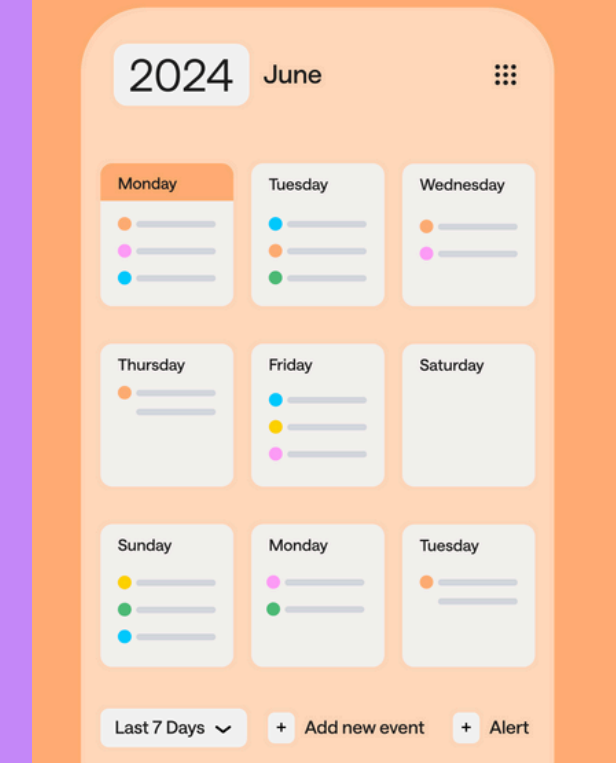
Step 3: Pick Posting Days

You don't need to post every day. Start with 4–5 posts per week if you're a beginner.

Step 4: Plan Your Content Types

Mix content formats for variety:

- Static image
- Carousel (multi-image post)
- Video or Reel
- Story
- Poll or question box



Step 5: Fill the Calendar Table

Day	Platform	Theme	Content Type	Caption Idea	Goal
Mon	Instagram	Educational	Carousel	“3 Tips to Save Time Using Canva”	Engagement
Tue	Facebook	Behind-the-Scenes	Story	“Packing today’s orders. Want a sneak peek?”	Connection

Wed	LinkedIn	Client Testimonial	Image	“Here’s what our client said about us...”	Trust
Thu	Instagram	Fun Fact	Reel	“Did you know the first social media platform was created in 1997?”	Awareness
Fri	Facebook	Product Focus	Image + Offer	“Flash Sale – 20% Off All Items Today Only!”	Sales

Sat	Instagram	Interactive	Poll in Story	“Which color do you prefer for our next launch?”	Feedback
Sun	-	Rest / Optional	-	-	-

TOOLS TO HELP YOU CREATE YOUR CALENDAR

- Google Sheets or Excel – for a simple, editable calendar.
- Canva – to design your posts in advance.
- Trello / Notion / Asana – to track tasks and deadlines.
- Meta Business Suite – to schedule posts for Facebook and Instagram

TIPS FOR BEGINNERS

- Start small—4 posts per week is a great starting point.
- Batch-create content to save time (e.g., design 7 posts on Sunday).
- Reuse and repurpose content (turn blog content into posts).
- Always plan for one engagement-based post (poll, question, or story).



CONCLUSION

- A 7-day content calendar is a simple but powerful tool to help you stay consistent, build engagement, and grow your online presence.
- Whether you're managing a personal brand or a business, planning ahead helps you stay creative and clear.
- Don't just post for the sake of it—plan, post, and progress with purpose.



DESIGNING PLATFORM-SPECIFIC POSTS



Introduction

- In digital marketing, one-size-fits-all content doesn't work across different platforms.
- Each social media platform has its own audience behavior, content format, tone, and algorithm preferences.
- Creating platform-specific posts means designing and writing content to match the unique nature of each platform to maximize reach, engagement, and brand presence.
- **Goal:** Learn how to adapt content for Instagram, Facebook, and LinkedIn by understanding the strengths and styles of each platform.



WHY CUSTOMIZE POSTS FOR EACH PLATFORM?



Here's why tailoring content matters:

- Improves engagement by speaking the platform's language.
- Boosts visibility by using preferred formats.
- Maintains brand professionalism by respecting platform norms.
- Builds deeper connections with the right audience in the right way.





PLATFORM OVERVIEWS & POST DESIGN GUIDELINES



Instagram – Visual-First Platform

Audience: Millennials, Gen Z, visual learners

Best For: Brand storytelling, aesthetics, reels, short-form videos

Design Tips:

- Use high-quality images or videos with a consistent style.
- Stick to a specific color palette or theme for your feed.
- Include minimal text in images—let visuals speak.
- Use Reels and Carousels to showcase step-by-step processes or product features.
- Hashtags (5–15) are essential for discovery.
- Keep captions short but relatable and engaging, with emojis or line breaks.

PLATFORM OVERVIEWS & POST DESIGN GUIDELINES

Example Post Ideas:

- “Before and After” transformation using Carousel
- “Behind the Scenes” reel of your brand or team
- Quick tutorial or time-lapse video in a Reel format





PLATFORM OVERVIEWS & POST DESIGN GUIDELINES



Facebook – Community & Family-Oriented

Audience: Mixed-age, family-driven, group-focused

Best For: Building relationships, storytelling, long-form updates

Design Tips:

- Use storytelling captions: longer, emotional, and informative.
- Include images, videos, or links to drive traffic.
- Live videos, events, and polls work well for engagement.
- Focus on conversational tone and CTA (call-to-action): “Comment below”, “Share your thoughts”.
- Create posts that spark discussion or invite feedback.



PLATFORM OVERVIEWS & POST DESIGN GUIDELINES



Example Post Ideas:

- “Meet our team” photo story with individual introductions
- Customer testimonial video with thank-you note
- Interactive poll: “Which product should we launch next?”





PLATFORM OVERVIEWS & POST DESIGN GUIDELINES



LinkedIn – Professional & Educational

Audience: Professionals, job-seekers, B2B brands

Best For: Thought leadership, networking, company updates

Design Tips:

- Prioritize clean, minimal visuals (e.g., infographics, graphs).
- Write insightful, value-driven posts with statistics, advice, or opinions.
- Focus on professional language, but avoid sounding robotic.
- Avoid overly promotional tone—be informative or inspirational.
- Use two to three hashtags that are niche-specific.

PLATFORM OVERVIEWS & POST DESIGN GUIDELINES

Example Post Ideas:

- Industry trend insights with a simple chart
- “Lessons Learned” from a recent project
- Quote card featuring a leadership principle or client feedback



VISUAL & TEXTUAL DIFFERENCES ACROSS PLATFORMS

Element	Instagram	Facebook	LinkedIn
Visuals	High-impact visuals, reels, carousels	Mix of visuals, videos, and links	Infographics, clean banners
Captions	Short, engaging, emoji-friendly	Medium to long, story-based	Medium to long, formal

VISUAL & TEXTUAL DIFFERENCES ACROSS PLATFORMS

Tone	Casual, trendy, expressive	Friendly, conversational	Professional, knowledgeable
Hashtags	5–15 for reach	3–5 optional	2–3 specific ones
Post Frequency	Daily or alternate days	3–5 times/week	2–3 times/week

TOOLS TO CREATE PLATFORM-SPECIFIC DESIGNS

- **Canva** – Templates for each platform (Instagram post, Facebook ad, LinkedIn banner).
- **Crello / Adobe Express** – Quick design tools with branding options.
- **Meta Business Suite** – For previewing and scheduling posts on Facebook and Instagram.
- **ContentCal / Hootsuite / Buffer** – For managing multi-platform posting with customization.

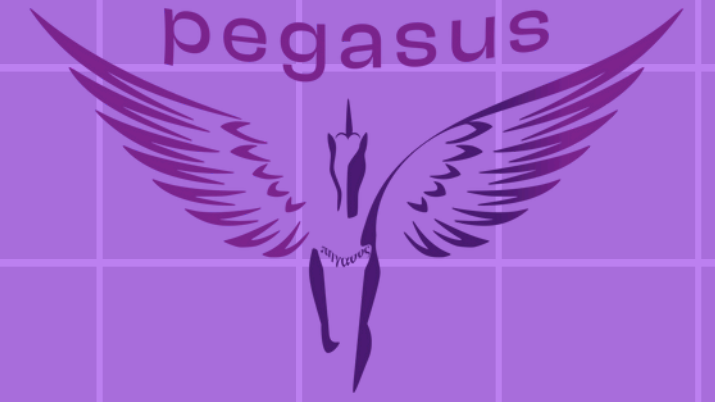
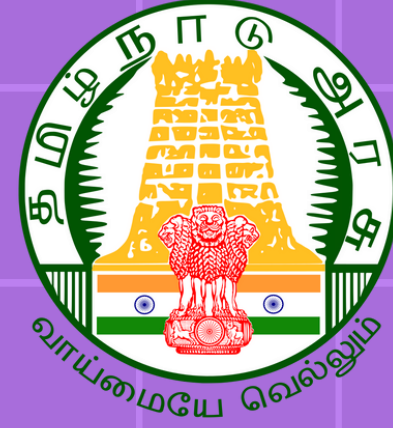
CONCLUSION

- To succeed in digital branding, you need to adapt your message and style to each platform's personality.
- When you create platform-specific posts, you're not just posting—you're communicating with clarity, purpose, and respect for your audience's expectations

ACTIVITIES

1. Caption Clinic – Rewrite poor captions with better tone and CTA
2. Hashtag Hunt – Use Instagram to find 5 trending niche hashtags for a brand
3. Post Type Pyramid – Rank content types from most engaging to least
4. CTA Roulette – Spin-the-wheel game to practice writing custom CTAs
5. Platform Personality Quiz – Match brand voice to platform format





THANK YOU

