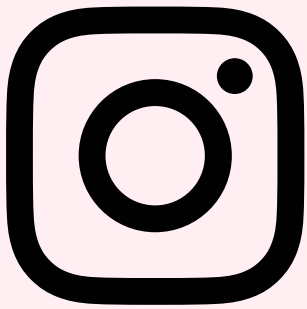


**TAKE THE
GUESSWORK OUT
OF POSTING!**

**ANNUAL SOCIAL
MEDIA POST
PLANNER FOR
INSTAGRAM AND
PINTERST**

**CONTACT US:
HELLO@THEPINNERGRAMMER.COM**

WWW.THEPINNERGRAMMER.COM



A LITTLE BIT ABOUT ME:

I actually studied Instagram!

Hi! My name is Nicola and I am The Pinnergrammer!

I have been a Passionate Instagrammer and Pinterester for years. You can read more about me on our about me page on the website, This year, I took the scary plunge and started focusing dedicated time to it as part of a research study I did for my Diploma in Creativity. I spent 6 months researching instagram and Pinterest as platforms for business.

I also happen to have an MBA in Marketing.
Let's go create some social media magic!

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Any information provided on this workbook is accurate and true to the best of our knowledge, but there may be omissions, errors or mistakes.

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THE ANNUAL *Plan*

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Why is having a content calendar for your social media important?

A social media content calendar can help you stay ahead of all these social media key dates - like holidays (along with "real" holidays like Thanksgiving and New Year's Day). You won't miss any opportunities to elevate your brand and engage with followers on special dates.

Create consistency for your followers

Posting consistently is one of the best ways to get more Instagram engagement, and it's also true for Pinterest but in a different way.

No one will want to follow you if the most recent post on your profile is from two years ago. A consistent posting schedule shows your potential audience you are invested in the channel and meaning a follow will be worth their time.

Better yet, consistent posting trains your current audience to expect and engage with your content on a regular basis, cultivating long-lasting relationships that lead to sales.

A social media content calendar will help you post consistently across all platforms by ensuring that content is planned and scheduled in advance.

Making sure you are effective with your time management

Keeping a posting schedule, is your own personal check to make sure you are keeping up with fresh content - while you can reuse old content it shows you how long ago you might have posted something.

Keeping to a schedule helps you prepare, so should you need to take a break or go on vacation, you CAN! Because you have your content planned weeks in advance.

Using analytics to your advantage

By keeping track of your posting schedule you can track which posts have worked well and which have not and if something has worked well, was it the set of hashtags, the time of day or the question. Has something gone viral and you don't know why? Understand it by looking at your posting schedule!

It also will help you understand your audience better and be in a better position to curate your "voice" to reach those people!

CONTENT *Planner*

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Let's first take a look at your audience and what would really get them engaging with you?

Who is your target audience?

When are they online most?

What is the demographic?

What language?

List all the potential topics your ideal customer or audience member would be interested in

Think about the content that makes you click on it or comment or want to interact, what are those content types and how do you see those fitting in with your business.

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Lets first look at your current Instagram positions!

Current Instagram Handle? @_____

How many Followers do you have?

How often do you post?

What is your engagement score? (This is a %)

Check your Social Blade Ranking

[Click here to check social Blade](#)

A quick checklist for your Instagram profile

- Is your profile a business account?
- Is your logo clear and fits the profile space?
- You have an email address linked?
- Is there a clear call to action in your bio?
- Is the website link mobile optimised?

Check your Engagement

[Click here to check engagement](#)

[Click here to grab our full instagram audit workbook](#)

What are your top 3 Business goals for Instagram?

What are the most common #'s your competitors are using?

Who are some of your competitors and what do you like about them or dislike?

THE ANNUAL *Plan*

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Lets look at your Pinterest Position

What is your Pinterst Account Name?

How many Followers do you have?

How often do you post content?

How often do you pin?

What has been your most active boards?

[Click here to check social Blade](#)

A quick checklist for your Pinterest profile

- Is your profile a business account?
- Is your logo clear and fits the profile space?
- Is there a clear call to action in your bio?
- Have you claimed your website?
- Have you got Rich Pins set up on your account?

What is your virality score?

[Click here to check engagement](#)

What are your top 3 Business goals for pinterest?

What sorts of pins are your competitors creating?

What sorts of pins make you want to repin them?

CONTENT *Planner*

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Lets think about some of the content you could post

What sort of behind the scenes photos could you share with your audience?

How can you create excitement about a product or a service?

Are there questions that might polarise your audience?

Is there a way you could tease your audience about upcoming posts, products or information?

Are there things that make your audience feel like they are understood and heard?

CONTENT Planner

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What sort of posts would your dream audience

- love
- want to share
- how they will feel connected to you

For every 4 relevant topics, add one completely random topic that is unrelated to your brand on business.

BE CLEAR ABOUT WHAT YOUR PURPOSE AND CORE MESSAGE IS!

(This is what we have established earlier)

For this - mind map other interests your dream client may have.

If you sell skincare products you can't just post out all the time about your products - why on earth would anyone want to be a fan or follower? You have to go deeper and think about why you're doing what you're doing. Why do you sell skincare products? Is it because you want to help people have amazing skin, so that they look good, feel good and are happy and confident? Are your products organic because you want to make sure people are only putting goodness on their skin? If so how could you integrate your core message into your social media?



- Repurpose posts that were high reaching
- Research high reach pages and what they post about, make a list and choose relevant information to share.
- Make your posts shareable
- Ask to like and share
- Interact with your audience, reply to comments, emails and messages
- Look at your insights - they are there to help!
- Integrate content
- Be consistent

MONTHLY

planning

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Jan

START THINKING ABOUT SEASON CHANGES

Feb

Mar

Apr

ARE YOU READY FOR WINTER/SUMMER?

May

Jun

Jul

ARE YOU READY FOR THE SEASON CHANGE?

Aug

ARE YOU READY FOR HALLOWEEN?

Sep

ARE YOU READY FOR THANKS GIVING? SINGLES DAY OR BLACK FRIDA AND CYBER MONDAY?

Oct

ARE YOU READY FOR CHRISTMAS?

Nov

Dec

START THINKING ABOUT VALENTINES DAY

MONTHLY

planning

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MON	TUE	WED	THU	FRI	SAT	SUN

Weekly themes

MON _____

TUE _____

WED _____

THU _____

FRI _____

WEEKEND _____

CONTENT *Creation*

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Lets take a look at what should go into website content creation to boost your reach!

BLOG POST IDEA

Is the post 300 words +

Have you included a featured image

Do you have at least 2 pins?

Have you made sure you have included meta data?

Have you included internal links?

Have you included at least one webhook?

INSTAGRAM

Have you researched the relevant hashtags for your topic to post?

Have you made a fun graphic to match your post?

Have you created a story share?

Have you made sure your Instagram URL is mobile optimised

Have you researched the hashtags that go with your post?

PINTEREST

What is the SEO search for your topic in Pinterest?

Have you got 2-3 pins for your post?

Have you pinned them to your blog board?

Have you scheduled your blog board pins to tailwind/tribes?

Have you shared the pins in your relevant group boards?

CONTENT *Creation*

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Lets take a look at what you want to do with your content on Instagram!

Using your product or brand, how will you style your feed to show that you are serious about your niche?

Draw what your theme looks like over your first 9 posts:

Questions to consider:

What is your colour theme?

What ties your posts together?

Are you going to include white space or quotes?

Will you use other people's content? (Resharing or Reposting?)

CONTENT *Planner*

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QUOTE

SHARED
CONTENT
FROM
ANOTHER
ACCOUNT

"ASK ME
ANYTHING"

SHARE
SOMETHING
ABOUT
YOURSELF

PROMOTE
A NEW
PRODUCT
OR
OFFERING

QUOTE

SHARED
CONTENT
FROM
ANOTHER
ACCOUNT

QUOTE

ASK
OPINIONS

SHARE A
NEW
PRODUCT
OR
OFFERING

SHOW
GRATITUDE

SHARED
CONTENT
FROM
ANOTHER
ACCOUNT

QUOTE

SHARE
WHAT YOU
ARE DOING
RIGHT NOW

PROMOTE
A NEW
PRODUCT
OR
OFFERING

SHARE A
FOLLOWERS
PAGE

SHARED
CONTENT
FROM
ANOTHER
ACCOUNT

3 FACTS
ABOUT
YOUR
PRODUCT
OR BRAND

PROMOTE
A NEW
PRODUCT
OR
OFFERING

SHARE
YOUR
WORKSPACE

QUOTE

CHECKING

yourself!

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DON'T FORGET TO TO CELEBRATE YOUR WINS!

DATE

FOLLOWERS

ENGAGEMENT %

INCLUDE THE TIME AND HASHTAGS THEY USED

BEST PERFORMING
POSTS

TO TRY NEXT WEEK

WHAT YOUR COMPETITION DID?

CONTENT TO TRY

THE Instagram CHEAT SHEET



PROFILE
110X110

POST

1080X
1080

LANDSCAPE POST

1080X
566



BEST TIMES TO POST! (CST)

Monday: 7 pm. & 10pm.

Tuesday: 3:00 a.m. & 10pm.

Wednesday: 3pm to 5pm.

Thursday: 5am - 7am & 11pm.

Friday: 1am. 5am & 8pm.

Saturday: 12am. & 2 am

Sunday: 5 pm



BEST TIME IS WEDNESDAY 3PM

WORST TIME IS SUNDAY!



HOW MANY POSTS?

Depending on your niche and market
anywhere between 2-8x a day.



WHAT WORKS WELL ON INSTAGRAM?

On your Instagram pages you should be posting visual images. Things that capture attention. We have found that followers don't often comment, unless they are wanting you to follow them back at the early stages, but engagement is driven by a combination of comments and likes. In your stories include behind the scenes content,

Quotes seem to do really well on Instagram too, make sure they are styled well and match your aesthetic. Crowd sourced images do really well here too - so consider including reader generated content. If your page is established, giving relevant credit should be enough, but if you are starting out, ask permission first.

STORY

1080X
1920

BEHIND
THE SCENES

YOUR
PRODUCT

RESHARES

GREAT
INSTAGRAM
CONTENT

QUOTES

YOUR
BRAND

THE *Pinterest* CHEAT SHEET



BEST TIMES TO POST! (CST)

Most popular times are evenings

12am to 1am being the best



BEST DAY IS SATURDAY

WORST TIME IS 5PM-7PM



HOW MANY POSTS?

for an engaged account anywhere between 20-35 posts per day.



WHAT WORKS WELL ON PINTERST?

Content that is constantly popular are tutorials and hacks!

Infographics are a great way to convey information and get multiple shares and saves.



PERFECT PIN SIZES

SQUARE

600X
600

SHORT

600X
900

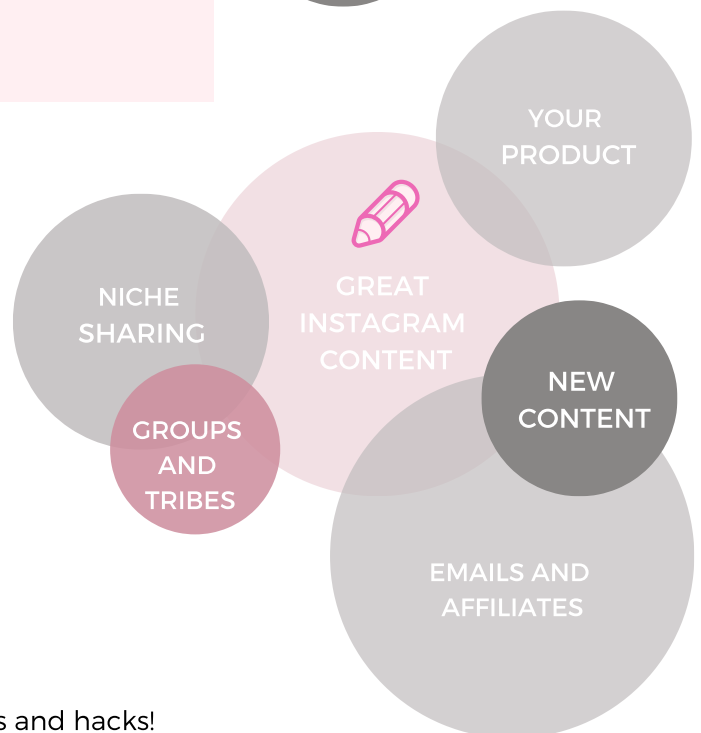
LONG

600X
1560

MEDIUM

600X
1260

PROFILE
165X165



ANALYSING *content*

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Instagram:

DATE POSTED	TIME POSTED
NEW HASHTAGS USED	
TYPE OF CONTENT	
TIME ASSESSED (24HRS)	COMMENTS
LIKES	ENGAGEMENT SCORE

DATE POSTED	TIME POSTED
NEW HASHTAGS USED	
TYPE OF CONTENT	
TIME ASSESSED (24HRS)	COMMENTS
LIKES	ENGAGEMENT SCORE

DATE POSTED	TIME POSTED
NEW HASHTAGS USED	
TYPE OF CONTENT	
TIME ASSESSED (24HRS)	COMMENTS
LIKES	ENGAGEMENT SCORE

DATE POSTED	TIME POSTED
NEW HASHTAGS USED	
TYPE OF CONTENT	
TIME ASSESSED (24HRS)	COMMENTS
LIKES	ENGAGEMENT SCORE

ANALYSING *content*

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Pinterest:

BLOG TITLE	DATE POSTED
BOARD POSTED TO	
GROUP BOARDS/ TRIBES	
TIME ASSESSED (24HRS)	IMPRESSIONS
SAVES	WEBSITE CLICKS

BLOG TITLE	DATE POSTED
BOARD POSTED TO	
GROUP BOARDS/ TRIBES	
TIME ASSESSED (24HRS)	IMPRESSIONS
SAVES	WEBSITE CLICKS

BLOG TITLE	DATE POSTED
BOARD POSTED TO	
GROUP BOARDS/ TRIBES	
TIME ASSESSED (24HRS)	IMPRESSIONS
SAVES	WEBSITE CLICKS

BLOG TITLE	DATE POSTED
BOARD POSTED TO	
GROUP BOARDS/ TRIBES	
TIME ASSESSED (24HRS)	IMPRESSIONS
SAVES	WEBSITE CLICKS