



Creating an Effective

# Social Media Content Calendar



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## Set Social Media Goals

When there are clear goals you want your social media to achieve, creating posts becomes more intentional and your target audience is more likely to understand the messaging behind your post.

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## Audit your Current Social Media Accounts

Evaluating your current social media performance and developing a baseline is essential when testing changes in strategy made in the future. Gather information like account details, audience demographics, your most successful post, your least successful post, gaps in content, and platform specific key performance indicators.

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## Where Will You Post Content?

Because of the demographic differences between platforms, an insurance agent may find more success focusing on a handful of platforms with a higher utilization rate from their target demographic.  
- For example, Facebook has the highest usage rate of people over the age of 65.

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## How Often Will You Post?

Consistency is a benefit that comes from using a content calendar as most social media algorithms favor consistent posting when deciding what to show their users. Frequency will vary depending on a business' needs, but when developing a posting schedule, keep in mind is that it should be something you can maintain over time.

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## What Kind of Content Will You Post?

Social media users will quickly tire of your content if you are always trying to sell them something. A good rule of thumb is to use 80% of your content for audience engagement, information, and education, and the remaining 20% to promote your agency and products.

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## What Resources are Available to You?

The last thing an insurance agent should do when creating social media content calendar is to conduct an audit of your resources. This includes decide who on your team is going to work on what, what software you are going to use, etc.

After completing the above steps, it's time to start making your social media content calendar. create a new file with Google Sheets or your preferred spreadsheet software, and use the columns to track **dates** and the rows to track the **platform, content types, titles, topics, links, and visual notes** for each post.

You should have a basic social media content calendar template in just a few minutes. Use just the above categories or build it out more for your agency's unique needs.

