



Creating an Effective
**Social Media
Content Calendar**



If you're an insurance agent struggling with consistent social media marketing, a content calendar could be the solution you're looking for. Setting up a content calendar is a straightforward process and often has impressive results for agents looking to increase lead generation and their online presence. Below, you'll discover how to create a social media content calendar and how it can benefit insurance agents.

What is a Social Media Content Calendar?

A social media content calendar is a detailed overview of all upcoming and planned social media posts. Having this summary helps insurance agents be strategic when posting content, maintain consistency, and reach their audience regularly. A social media content calendar doesn't have to be overly complicated either. Depending on the need, a content calendar can range from a simple list of dates you would like to post, to specific scheduled posts, or an even more detailed and specific schedule.

The most successful social media content calendars feature specific information to maximize engagement for each post.

Tracked information often includes things like:



- **Platform:** Facebook, TikTok, Instagram, Twitter, Etc.
- **Content type:** Video, Testimonial, Product, Etc.
- **Date:** Ideal date to be posted
- **Time:** Ideal time to be posted
- **Title:** The name of the post
- **Topic:** What the post is about
- **URL:** Any URL's/links that will be included/relevant to the post
- **Visuals:** a description of any visuals the post will include

This in-depth information provides the framework from which each post can be built and gives you options for when they should go out.

However, when developing your content calendar, ensure you aren't accidentally creating a content plan instead. While both cover similar things, there is a clear difference. A content calendar identifies the dates and times for social media posts, while a content plan focuses on the strategies and topics addressed through your marketing. Both tools are closely related and can be used together, but a social media content calendar is a calendar before everything else. A content calendar without dates is just a content plan.

Why should Insurance Agents Use a Content Calendar?

With the digital age in full swing, **72% of the U.S. population is active on social media**, and as time progresses, the percentage is only rising. A strong social media presence is essential for an insurance agent's marketing strategy to perform well.

A social media content calendar helps with two of the most critical details of social media marketing.

Marketing to your target audience

Consistency

Market directly to your target audience by planning out posts a few days, weeks, or even months in advance and better think through the kind of content your audience wants to see better. Posting without much thought on social media won't get an insurance agent very far. There is competition everywhere, and insurance agents must post curated content to reach their target audience. A content calendar can prevent half-thought-out posting and be a valuable tool when planning marketing content and communications.

Maintaining consistency when posting on social media is one of the most influential parts of being effective with social media marketing. It may seem easy, but consistent posting can be the most challenging part of social media marketing. Implementing a content calendar is a great way to help insurance agents manage their time better and overcome the consistency challenge.

There are many ways implementing a content calendar will benefit insurance agents and help them reach their goals. Such as:

- ✓ Save time
- ✓ Schedule out posts
- ✓ Reduce errors
- ✓ Develop more cohesive marketing campaigns
- ✓ Develop a stronger brand identity
- ✓ Plan content around holidays
- ✓ More accurately track performance





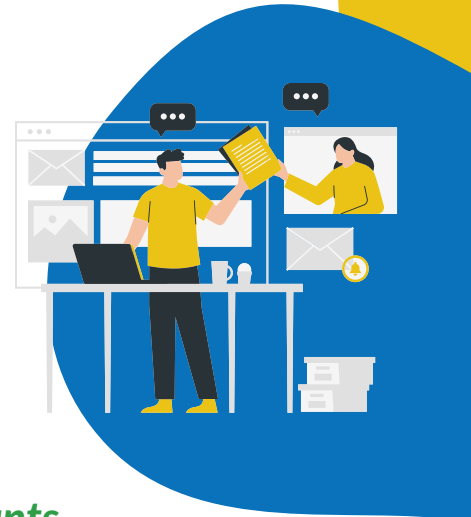
What does an Insurance Agent Need to Create a Customized Social Media Content Calendar?

An insurance agent can create and start using a social media content calendar at anytime. Creating an effective content calendar doesn't require any special software or tools. All you need is a spreadsheet (like Google Sheets) or a calendar, and then complete the following steps.

1. Set goals for your social media

Before making a content calendar, an insurance agent will need a clear goal for what they want to achieve. When social media posts have clear goals supporting their creation, their messaging is more likely to be understood by the targeted audience.

Once you've developed long-term goals, the next step is to create short-term goals to help you achieve them. Short-term goals should be small, specific, and set to a schedule. Small goals help an insurance agent track growth, test what strategies work, and will help you develop future short-term goals. Generally, social media short-term goals are directed towards content, followers count, traffic, subscribers, and sales.



2. Conduct an audit on your current social media accounts

After setting clear goals, an insurance agent should evaluate their current performance on social media. These metrics are important for developing a baseline to test your marketing strategy. Information an insurance agent will want to gather includes:



- Account details: usernames, passwords, etc.
- Platform-specific goals
- Audience demographics
- Information on the most successful posts and marketing campaigns
- Gaps in content
- Information on posts with poor or very poor results
- Platform-specific KPIs (key performance indicators)

It may take a bit of time to gather this information initially, but without a well-developed baseline, it is **nearly impossible to track improvement**.

3. Decide what social media platforms to use

More social media platforms are establishing themselves in the market, and you will need to determine what platform works best for you and your business. Because of the demographic differences between social media platforms, an insurance agent may find more success in focusing on a specific platform with a higher utilization rate from their target demographic. (Facebook, for example, has the largest usage rate of people 65+), instead of spreading their efforts equally over various social media platforms.

4. Determine your posting frequency

Consistency is one of the biggest benefits of using a social media content calendar. Posting frequency varies from business to business. Suppose your insurance agency employs a **large marketing team** with the bandwidth to interact with followers and develop content. In this case, there should be no issue with posting multiple times a day. **If you're working alone or have a smaller team** posting a few times a week may better utilize your time and resources.

Above all else, the quality of an insurance agent's social media posts is more important than quantity. Poor content with no interaction is not very beneficial to your online presence. The key takeaway to keep in mind when developing a posting schedule is that it should be realistic. Creating a posting schedule you can't maintain won't set you up for your desired success. Most social media algorithms favor consistent posting when deciding what to show in user feeds.



5. Decide what content you are going to post

The point of creating a social media content calendar is to build a framework to better plan content for your targeted audience. But, before creating your content calendar, you should decide what types of content make sense for your business. Each post should have a clear purpose. Plan content according to your goals and marketing campaigns to produce a meaningful impact on your business.

Content categories can include but are not limited to:

- Blog Posts
- Product Promotions
- Holidays
- Educational
- Events/Announcements

It is best to plan your content out monthly and have weekly tasks outlined like content creation, image design, sharing posts, and keeping track of metrics to keep organized.

These two helpful posting rules can help insurance agents decide what kind of content they need and when to post different types of content.

The 80/20 Rule

Use the 80/20 rule to balance audience engagement and selling efforts. Social media users will tire of your content if you continuously try to sell them. The 80/20 rule states that 80% of your content should be geared towards audience engagement, information, and education, while 20% can be used to promote your agency and products.

The Social Media Rule of Thirds

The social media rule of thirds helps insurance agents add variety to their posts. An insurance agent's audience can quickly become bored if their content is always the same. According to this rule, one-third of posts should be original content, one-third should be shared content, and one-third of content should be shared personal interactions with followers.

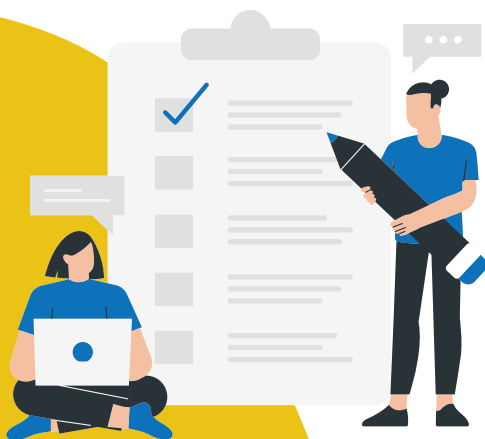
Social media can be a powerful tool to help generate new leads, gain customers, and engage your existing clients. Learn more about how insurance agents should be using social media to grow their agency.



6. Conduct an audit of your available resources

The final thing an insurance agent must do before creating a social media content calendar is to conduct an audit of your resources. This includes determining how many people will work on the content and who will be responsible for each task.

If you have a team dedicated to social media management and content creation, it becomes more important to delegate responsibilities clearly to avoid working over each other.

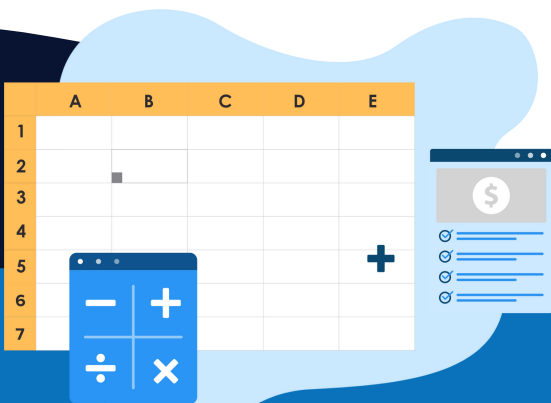
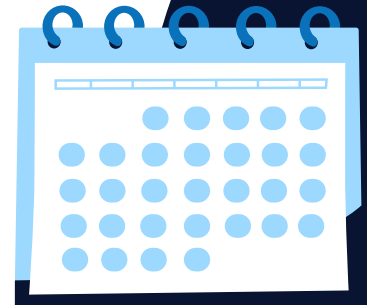


After completing the above steps, it's time to start making your social media content calendar. Create a new file with Google Sheets, Excel, or your preferred spreadsheet software, and use the columns to track dates and the rows to track the platform, content types, titles, topics, links, and visual notes for each post. Using this guide, you'll have a basic social media content calendar template in just a few minutes. You can use the above categories or build it out more for your insurance agency's unique needs.

Creating A Social Media Content Calendar

With a bit of time and basic Microsoft Excel skills, an insurance agent can create a social media content calendar that results in increased audience interaction, brand awareness, and an established online presence.

1. Start by opening up a blank Google Sheets document or Excel spreadsheet and naming it as your social media content calendar.
2. Because you'll be working with only seven columns (for the 7 days of the week), delete columns H-Z.
3. Select row 1 and merge all 7 columns to create a heading, and enter the name of the month you are planning out.
4. In row 2, add the days of the week (row 2 column A = Monday, row 2 column B = Tuesday, etc.)
5. Rows 3,5,7,9,11 and possibly 13 are for the dates of the month.
6. Finally, Rows 4,6,8,10,12, and possibly 14, are for information about the content you are planning to post.



When kept up with, a social media content calendar is a useful tool that can help insurance agents be aware of their marketing efforts and better keep track of what works what doesn't.

Would you like to learn more about how Agent Pipeline can help your agency succeed?

Give us a call at 866.562.8318 to see how we can use our resources to help you build the ultimate framework for growth.