



# Social Media Success Kit:

Connecting You to Your Users

Inspired Insights from **LRobInspires**

# Social Media Success Kit: Connecting You to Your Users

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Tailored to You!

# What's a Social Media Success Kit?

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The LRobInspires' Social Media Success Kit is a valuable resource designed to help your business effectively connect with your online audience. This comprehensive kit provides a solid foundation for your social media strategy and offers insightful guidance on managing your social media platforms.

Whether you're a seasoned social media expert or just starting to explore how to leverage online platforms for your business, LRobInspires can tailor this evolving document to meet your specific social media goals.

**Inspiring you to shine bright!**



# Goals & Content Strategy

# 2

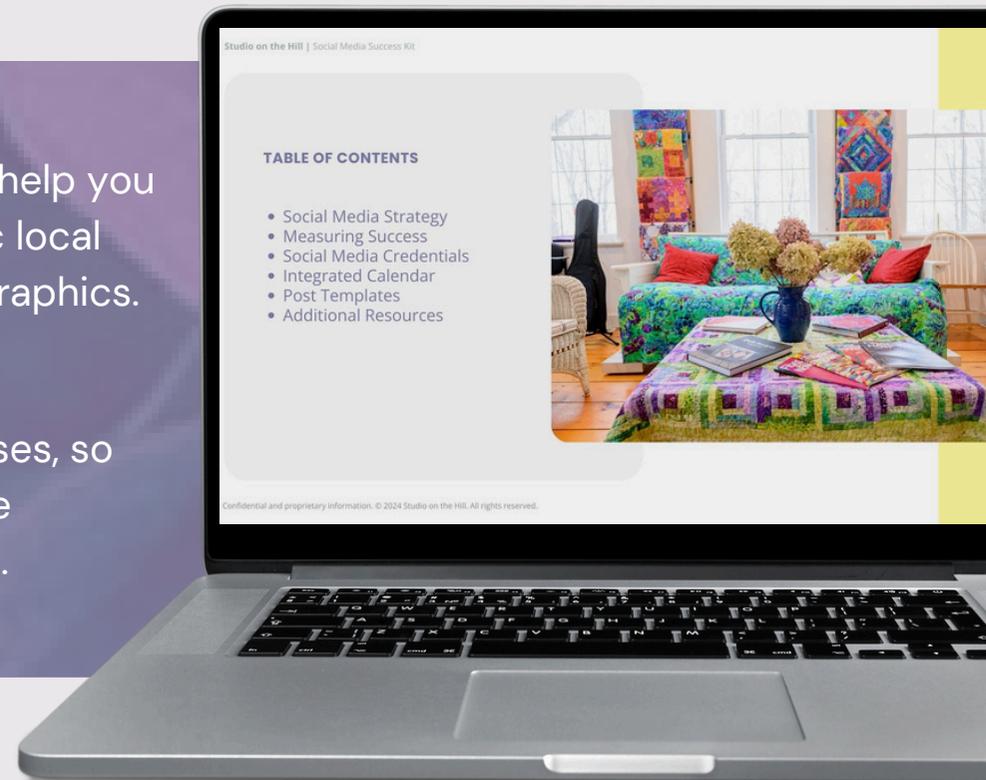
What are your goals? Are you looking to gain followers, increase engagement, or have more insight on who your following is? You may need all three! It's important to recognize what your social media goals are, so we can create a strategy that benefits you the most.

**For example,**

You're looking to gain a more local following, so we help you find ways to promote your social media on specific local forums and give you insight about your key demographics.

**OR**

You're looking to gain more signups for online courses, so we create content templates using previous course experiences to encourage your following to signup.



# Content Calendar

LRoblInspires will create a content calendar template for you that aligns with your goals. It includes an overview of what content to post and when.

## Creating Original Content:

- We provide templates to create original and engaging content that lets your users get to know you.
- Your content calendar is specific to you! We analyze your key demographics and give you the skills to develop stand out content on a weekly basis.

## Your Social Media Journey:

- You may be a “newbie” but LRoblInspires is ready to help! The content calendar is interactive and helps you plan for your long-term goals.

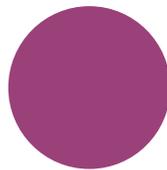
Pillars:				
A. Project/client/team feature				
B. Brand tips (branding, design, social media)				
C. Shareable content				
D. Other - Holidays, news...				
CHANNEL	PUBLISH DATE	DUE DATE	REVIEW / SCHEDULE	AUTHOR
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
PARKING LOT				

# Your Colors

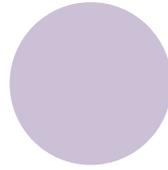
Included in your Social Media Success Kit will be your brand colors and fonts. We provide a primary and secondary color palette, as well as suggested fonts. We provide insight on how to formulate your brand colors to make you **stand out**.



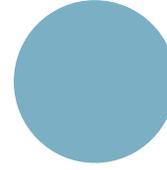
#4b384d



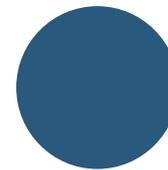
#9a417a



#cbc0d5



#7aafc4



#29597c

We provide a color palette that is ADA compliant using specific combinations. It is very important for anyone with vision impairments to be able to read your content and enjoy your posts.

# Social Media Success: Tailored To You!

This Insight is brought to you by LRobInspires CMO:  
Shannon Giordano, Social Media Strategist & Idea Partner, a  
specialist in profile creation and optimization.



**Shannon Giordano**



LRob Social Media Expert

Thank you for downloading this guide! We hope it serves you well.

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