

The Social Media Posting Schedule

That Will Boost Your Traffic By 192%

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77% of you share your content on social media only 1–3 times. Another 40% of you only share your content on social media just two or three times. And 37% of you share your content on social media just once after you publish it. Once!

This is not rocket surgery. Rather, it's a very simple formula you'll apply to your existing social media posting schedule for every brand new blog post you publish in a matter of minutes. The process will help you grow your traffic, make the time you invest into writing blog posts totally worth it, and actually help you save time while getting organized. Here it is:

ENTICING SOCIAL MEDIA MESSAGES
+
A GAME PLAN FOR PROMOTING NEW POSTS
+
BEST DAILY SOCIAL SHARING FREQUENCY
+
SHARING YOUR BEST CONTENT AGAIN
=
A LOT MORE TRAFFIC FROM SOCIAL MEDIA

Step 1: Write Compelling Social Media Messages That Get Clickthroughs

Write 30 Headlines For Every Blog Post You Write, Then Use The Inspiration For Social Shares

Write 10 headlines for each of the most-shared headline styles, then choose the top one from each category to use in A/B/C tests with your social messages.

HOW TO

How To Start _____ That Will Help You _____
How To Improve _____ So You'll Feel Like A _____
How To Grow _____ To Be A Successful _____
How To Increase _____ When You _____
How To Boost _____ With A _____
How To _____ For The _____

How To Make A _____ In A _____
How To Create The Best _____ In The World
How To Run A Successful _____ To _____
How To Do Outstanding _____ On A _____

QUESTION

When Is The Best Time To _____?
How Do You _____ When You _____?
Will _____ Help You _____?
Why Is _____ Better Than _____?
What Can _____ Teach You About _____?
Where Is The Best _____ To _____?
How Can You _____ To _____?
How Will _____ Make Your _____ More Successful?
Is _____? Insider Advice to _____
What Really Is The Best _____?

LIST

43 _____ From _____ Of The Most Popular _____
20 Ways To Be _____ When You Don't Feel _____
25 _____ That Will Amplify Your _____
The 6 Types Of _____ That Will Give You _____
11 _____ That Will Make You _____
23 Ways To Get Even More From _____ To _____
10 Rules For _____ Your _____ Will Love
The Easy 5-Step Process To _____ In Just 30 Days
The 10-Minute, 10-Step Solution For The Best _____
21+ Easy Ways To _____ That Will Skyrocket By _____ In 1 Year

Circle or highlight the best headline in each of the categories (How To, Question, and List).

Here's a social media hack you can use from this process to increase your clickthroughs:

- ☐ Share your best headline to your Twitter account right when your blog post publishes.
- ☐ Share the best runner-up headline to the same Twitter account an hour later.
- ☐ Look at your Twitter Analytics to see which message received more clickthroughs.
- ☐ Change the headline of the blog post to the one that gets more traffic, and use that winning headline more often in your subsequent social media posting schedule.

Ask Questions That Arouse Curiosity

Practice writing close-ended questions that appeal to the fear of missing out:

Want to be a _____? Use _____.
What is the best _____? Find out now.
Are you using _____ like you should be?
What if you could get _____? You'd be _____.
How do they _____? Find out for yourself now.

Circle or highlight the best one.

Give Advice That Kinda Takes People Off Guard

You Know Nothing, Jon Snow

It's tough to hear that something you thought you knew was wrong. Inspire controversy by creating division in someone's behavior, beliefs, or feeling of belonging.

Write a few social messages that help people confirm what they already believe to be true:

- 1.
- 2.
- 3.

Circle or highlight the best one.

Write a few social messages that disprove your followers' beliefs:

- 1.
- 2.
- 3.

Circle or highlight the best one.

Find anecdotal inspiration in your own blog posts to write better social messages:

- 1.
- 2.
- 3.

Circle or highlight the best one.

Did you find data that disproves a commonly-accepted norm in your industry? Share the data in a social message to catch attention:

- 1.
- 2.
- 3.

Circle or highlight the best one.

Does your post cover an opinion that differs from lots of others in your niche? Share your thoughts in a social message:

- 1.
- 2.
- 3.

Circle or highlight the best one.

HUMOR

Write a series of three, then break the pattern:

- 1.
- 2.
- 3.

Use cacophony (harsh sounds that letters like K, G, D, B, P, and T make):

- 1.
- 2.
- 3.

Make your own comics:

- ☐ Check out ToonDoo and MakeBeliefsComix.
- ☐ Draw one yourself and take a picture to use in your blog post and social messages.

Use GIFs:

- ☐ Look for a GIF using Giphy or Popkey that (albeit sillily) complements your blog post to use in your social messages.

What's In It For Me?

- ☐ Pull a quote from your post from an influencer you referenced, and use it as inspiration for a social media message.

What is the value proposition (the reason someone would read your content)?

- 1.
- 2.
- 3.

Circle or highlight the best one.

Grab a cool sentence from your post and share it as a social message.

Create a condensed list of at least nine social messages you'll use in your posting schedule:

{headline 1}: _____
{headline 2}: _____
{headline 3}: _____
{question}: _____
{controversy}: _____
{humor}: _____
{quote}: _____
{benefit}: _____
{snippet}: _____
{other}: _____

Step 2: Follow A Proven Social Media Posting Schedule Template For Every New Blog Post

Know The Best Times To Share

Review this post on the best times to share.

- ☐ For each social network, use the *Google Analytics custom report* to find the best times when your own audience clicks through to read your content.
- ☐ Add the number of page views into your spreadsheet according to hour for each of your networks. An easy way to get the information out of Google Analytics is by using the Export functionality. After that, you can sort your data by hour and copy and paste it into your social media posting schedule template.
- ☐ Analyze when you get the most traffic for each network to help you share content at the absolute best times to get more traffic.

Map Your Messages To The Social Media Posting Schedule Template

Use the attached fill-in template to create your New Blog Schedule.

Step 3: Know How Often To Post On Social Media Every Day



The Ultimate Daily Sharing Recipe

- 15 Parts Twitter
- 1-2 Parts Facebook
- 1 Part LinkedIn
- 9 Parts Pinterest
- 2 Parts Google+

WHAT 10 STUDIES
Say About How Often
To Post On
Social Media

Do it for yourself: How often will you share on social media?

Twitter: _____

Pinterest: _____

Facebook: _____

LinkedIn: _____

Step 4: Set Up A New Social Media Posting Schedule For Your Most Successful Older Blog Posts

Plan To Share Your Best-Performing *Recent* Content

Look at your last two month's worth of blog posts. Collect the shares information either from your CoSchedule social media editorial calendar or from the social shares plugin you likely already have installed on your blog.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

From there, find the average shares a typical post gets by using this simple formula: sum of all blog post shares / number of blog posts in your sample = average number of shares per blog post.

Sum of _____ social shares / _____ blog posts in sample = _____ average shares per blog post

Now, when a blog post runs through its original social media posting schedule, simply look at the number of shares it received. If it got more than your average blog post, schedule more social shares for that blog post.

Share Even Older Stuff That's Still Awesome

- ☐ Block off time on your to-do list to find multiple old blog posts to schedule your shares at once.
- ☐ Look at your most-shared blog posts using the top posts feature in CoSchedule. From there, you can easily see which content of yours is most popular and quickly schedule a new posting schedule for these blog posts.
- ☐ Look at your Google Analytics to see which posts are getting the most page views and sessions. From there, you know which blog posts are naturally bringing in traffic back to your blog, so it just makes sense to share those posts again with a new posting schedule.

Use the attached fill-in template to create your Old Blog Schedule.

**You've got this! When you're ready to push the easy button,
try out the new social templates feature in CoSchedule
to put all of your work to great use super easily.**

Social Media Schedule For A New Blog Post

	FACEBOOK	TWITTER	LINKEDIN	PINTEREST	GOOGLE+
TODAY					
1 DAY AFTER					
2 DAYS AFTER					
3 DAYS AFTER					
4 DAYS AFTER					
5 DAYS AFTER					
6 DAYS AFTER					
7 DAYS AFTER					
8 DAYS AFTER					
9 DAYS AFTER					
10 DAYS AFTER					
11 DAYS AFTER					
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29 DAYS AFTER					
30 DAYS AFTER					

Social Media Schedule For An Old Blog Post

	FACEBOOK	TWITTER	LINKEDIN	PINTEREST	GOOGLE+
TODAY					
1 DAY AFTER					
2 DAYS AFTER					
3 DAYS AFTER					
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