**Social Media Content to Create (2024)**

Monthly Content for Social Media:

* Tech Tuesday Video every Tuesday
* 2 Service Posts
* 1 Hiring Post (more may be needed)
* 1 Scripting Solutions Video
  + Reach out to Greg he records these videos
  + You will edit and post them (view Scripting Solutions video folder in Sales and Marketing 🡪 Marketing 🡪 Photos & Videos 🡪 Videos)
* 1 Testimonial
* 2 Blogs (normally post these on Fridays – post on socials and in LinkedIn, Facebook, Reddit Groups)
* 1 Poll
* 1 Throwback Thursday
* 1 CSAT post
  + Go to Teams Channel CSAT and look at the positive comments make a post out of it
* New Hire Post (if applicable)
* Webinars (If applicable)
* Community News (if applicable)
* 1-2 Posts per day when attending events

Look up Holidays for that month

* Ex: Easter, Earth Day, Fourth of July, Christmas, Thanksgiving etc.

Look up Technology Holidays for that month

* National Sys Admin Day, National Backup Day, National Change Password Day etc.

Reach out to India team to see if there are any holidays for that month

* Holi etc.

Notes:

* Please feel free to come up with new ideas to initiate and bring to our social media platforms including videos
* Tag employees
* Tag people in the community
* Tag partners
* Use Hashtags
  + Always use #ProValTech #MSP
  + There are more Hashtag options in the Sales and Marketing 🡪 Marketing OneNote
* Make sure all posts have watermarks
* You will create these in Canva and Schedule and Post them through HubSpot
  + HubSpot Marketing
  + Social
  + Calendar

I personally added a folder in Sales and Marketing 🡪 Marketing 🡪 Social Media 🡪 Social Media Content to have a documented folder of what has been posted to socials and created