HiveBridge Content Plan 2025

Posting Schedule

Week 1:

- **Monday:**
    - Publish Blog Post (Introductory post for Theme #1)
    - LinkedIn Post: Share a key takeaway or insight from Blog Post #1
    - Twitter Post #1: Share a quote or statistic from Blog Post #1
- **Tuesday:**
    - LinkedIn Post: Share an educational tip related to Theme #1
    - Twitter Post #2: Share an interesting fact related to Theme #1
- **Wednesday:**
    - Twitter Post: Ask a question to encourage engagement on Theme #1
    - LinkedIn Promotional Post #1: Share a success story or testimonial from a client like Intely or Clinisys, highlighting how HiveBridge's services have helped them.
- **Thursday:**
    - Publish Blog Post (Introductory post for Theme #2)
    - LinkedIn Post #3: Highlight a deeper insight or takeaway from Blog Post #2
    - Twitter Post #4: Share a thought-provoking quote from Blog Post #2
- **Friday:**
    - LinkedIn Post #4: Share a call-to-action (CTA) around Theme #1 or ask for feedback
    - Twitter Post #5: Share an actionable piece of advice from Blog Post #2

Week 2:

- **Monday:**
    - Twitter Post #6: Share a simple fact or insight from Blog Post #2
- **Tuesday:**
    - Publish Blog Post (Introductory post for Theme #3)

- LinkedIn Post #5: Share a key point from Blog Post #3

- Twitter Post #7: Highlight a key insight from Blog Post #3

- **Wednesday:**

  - LinkedIn Post #6: Discuss a broader industry trend related to Theme #2

  - Twitter Post #8: Ask for opinions or feedback related to Theme #2

- **Thursday:**

  - Twitter Post #9: Share a fact or tip from Blog Post #3

  - Twitter Promotional Post #1: Promote HiveBridge's services with a focus on finance, HR, or GRC solutions. Mention a relevant service you offer.

- **Friday:**

  - Publish Blog Post (Introductory post for Theme #4)

  - LinkedIn Post #7: Share an in-depth takeaway from Blog Post #4

  - Twitter Post #10: Share a compelling fact or example from Blog Post #4

Week 3:

- **Monday:**

  - LinkedIn Post #8: Share a personal observation or insight related to Theme #2

- **Tuesday:**

  - Twitter Post #11: Ask a thought-provoking question related to Blog Post #4

  - LinkedIn Promotional Post #2: Highlight how HiveBridge's bundled offerings like "Start" and "Sprint" are tailored for startups and growing businesses.

- **Wednesday:**

  - Publish Blog Post (Intermediate post diving deeper into Theme #1)

  - LinkedIn Post #9: Share a key takeaway or stat from Blog Post #5

  - Twitter Post #12: Highlight a quick tip from Blog Post #5

- **Thursday:**

  - LinkedIn Post #10: Discuss a broader trend or challenge related to Theme #3

  - Twitter Post #13: Share an insightful question or conversation starter related to Theme #3

- **Friday:**

- o Twitter Post #14: Share a useful resource or tool related to Theme #3

Week 4:

- **Monday:**
    - o Publish Blog Post (Introductory post for Theme #4)
    - o LinkedIn Post #11: Share a deeper dive or lesson from Blog Post #6
    - o Twitter Post #15: Share a key piece of advice or statistic from Blog Post #6
- **Tuesday:**
    - o LinkedIn Post #12: Ask for feedback or share a CTA related to Theme #3
    - o Twitter Promotional Post #2: Promote the value of using a combined service offering (Finance & Accounting, HR, GRC) for streamlined business operations.
- **Wednesday:**
    - o Twitter Post #16: Share a quick tip or action item from Blog Post #6
- **Thursday:**
    - o Publish Blog Post (Introductory post for Theme #5)
    - o LinkedIn Post #13: Introduce Blog Post #7 with an impactful stat or insight
    - o Twitter Post #17: Share a preview of the content from Blog Post #7
- **Friday:**
    - o LinkedIn Post #14: Share a reflection or question related to Theme #4
    - o Twitter Post #18: Encourage a discussion about Theme #4

Week 5:

- **Monday:**
    - o Twitter Post #19: Share a key statistic or insight from Blog Post #7
    - o LinkedIn Promotional Post #3: Share a case study from a successful HiveBridge client like Intely or Clinisys to highlight how outsourcing HR or GRC has benefited them.
- **Tuesday:**
    - o Publish Blog Post (Intermediate post diving deeper into Theme #2)
    - o LinkedIn Post #15: Share a deeper insight or takeaway from Blog Post #8

- o Twitter Post #20: Highlight a key example or case study from Blog Post #8
- **Wednesday:**
  - o LinkedIn Post #16: Discuss a broader theme or industry challenge related to Theme #4
- **Thursday:**
  - o Twitter Post #21: Share a question to foster engagement around Blog Post #8
- **Friday:**
  - o Publish Blog Post (Introductory post for Theme #5)
  - o LinkedIn Post #17: Share a key takeaway or stat from Blog Post #9
  - o Twitter Post #22: Highlight a key insight from Blog Post #9

Week 6:

- **Monday:**
  - o LinkedIn Post #18: Share a tip or actionable piece of advice from Blog Post #9
- **Tuesday:**
  - o Twitter Post #23: Engage your audience with a simple fact or CTA related to Theme #5
- **Wednesday:**
  - o Publish Blog Post (Unique topic #1)
  - o LinkedIn Post #19: Share an in-depth takeaway or lesson from Blog Post #10
  - o Twitter Post #24: Highlight an insightful stat or key point from Blog Post #10
- **Thursday:**
  - o LinkedIn Post #20: Share a success story or case study related to Theme #5
  - o Twitter Promotional Post #3: Share a promo for HiveBridge's custom HR solutions designed for growing companies and startups.
- **Friday:**
  - o Twitter Post #25: Share a CTA or ask for opinions related to Blog Post #10
  - o Publish Blog Post (Unique topic #2)

Week 7:

- **Monday:**
  - Publish Blog Post (Introductory post for Theme #6)
  - LinkedIn Post #21: Share an insightful point from Blog Post #11
  - Twitter Post #26: Highlight a key statistic or takeaway from Blog Post #11
- **Tuesday:**
  - LinkedIn Post #22: Ask for feedback or start a discussion related to Blog Post #11
- **Wednesday:**
  - Twitter Post #27: Share a useful resource related to Theme #6
  - LinkedIn Promotional Post #4: Promote HiveBridge's integrated GRC solutions and how they help businesses stay compliant while scaling.
- **Thursday:**
  - Publish Blog Post (Unique topic #3)
  - LinkedIn Post #23: Share a deeper dive from Blog Post #12
  - Twitter Post #28: Highlight a key insight or example from Blog Post #12
- **Friday:**
  - LinkedIn Post #24: Share a CTA or question related to Theme #6
  - Twitter Post #29: Ask for engagement or feedback on Blog Post #12

Week 8:

- **Monday:**
  - Publish Blog Post (Intermediate post diving deeper into Theme #2)
  - LinkedIn Post #25: Share a key takeaway or insight from Blog Post #13
  - Twitter Post #30: Highlight a key fact or stat from Blog Post #13
- **Tuesday:**
  - LinkedIn Post #26: Share a CTA or discussion starter related to Blog Post #13
- **Wednesday:**
  - Twitter Post #31: Ask a thought-provoking question related to Blog Post #13
  - Publish Blog Post (Unique topic #4)
- **Thursday:**

- o   LinkedIn Post #27: Share a personal perspective on Blog Post #13

- o   Twitter Promotional Post #4: Share a testimonial from a client regarding your GRC services, emphasizing how they streamlined their operations

- **Friday:**

  - o   Twitter Post #32: Share an insightful quote or resource from Blog Post #13

Week 9:

- **Monday:**

  - o   LinkedIn Post #28: Share an insight or takeaway from Blog Post #14

  - o   Twitter Post #33: Highlight an actionable tip or key point from Blog Post #14

- **Tuesday:**

  - o   Publish Blog Post (Unique topic #5)

  - o   LinkedIn Post #29: Discuss an actionable strategy related to Blog Post #14

- **Wednesday:**

  - o   Twitter Post #34: Share a thought-provoking question related to Blog Post #14

  - o   LinkedIn Promotional Post #5: Highlight the flexibility of HiveBridge's fractional CFO services and how they support small businesses.

- **Thursday:**

  - o   LinkedIn Post #30: Share a CTA or question around Blog Post #14

  - o   Publish Blog Post (Unique topic #6)

- **Friday:**

  - o   Twitter Post #35: Highlight an example or case study from Blog Post #14

Week 10:

- **Monday:**

  - o   Publish Blog Post (Intermediate post exploring Theme #3)

  - o   LinkedIn Post #31: Share a key takeaway or stat from Blog Post #15

  - o   Twitter Post #36: Share a statistic or insight from Blog Post #15

- **Tuesday:**

- LinkedIn Post #32: Share a reflection or personal insight related to Blog Post #15

- Twitter Promotional Post #5: Share how your fractional CFO services can benefit early-stage companies in their growth phases.

- **Wednesday:**

  - Twitter Post #37: Share an engaging question related to Blog Post #15

- **Thursday:**

  - Publish Blog Post (Unique topic #7)

  - LinkedIn Post #33: Share an in-depth takeaway from Blog Post #16

  - Twitter Post #38: Highlight a key example or lesson from Blog Post #16

- **Friday:**

  - LinkedIn Post #34: Share a broader trend or reflection related to Blog Post #16

  - Twitter Post #39: Share a relevant CTA or call for feedback

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Week 11:

- **Monday:**

  - Publish Blog Post (Unique topic #8)

  - LinkedIn Post #35: Share a key stat or insight from Blog Post #17

  - Twitter Post #40: Share a thought-provoking quote or statistic from Blog Post #17

- **Tuesday:**

  - LinkedIn Post #36: Share a CTA or feedback request related to Blog Post #17

  - LinkedIn Promotional Post #6: Promote HiveBridge's integrated platform, explaining how it centralizes client data from multiple sources for easy management.

- **Wednesday:**

  - Twitter Post #41: Share an engaging CTA or resource from Blog Post #17

- **Thursday:**

  - Publish Blog Post (Intermediate post diving deeper into Theme #4)

  - LinkedIn Post #37: Share a deeper insight or action from Blog Post #18

  - Twitter Post #42: Highlight an actionable tip from Blog Post #18

- **Friday:**

- LinkedIn Post #38: Share a final takeaway from Blog Post #18
- Twitter Post #43: Encourage engagement or feedback on Blog Post #18

Week 12:

- **Monday:**
    - Publish Blog Post (Intermediate post exploring Theme #5)
    - LinkedIn Post #39: Reflect on key learnings from the last 12 weeks, summarizing the themes
    - Twitter Post #44: Share highlights from Blog Post #19
- **Tuesday:**
    - LinkedIn Post #40: Ask for feedback or a recap of the series
- **Wednesday:**
    - Twitter Post #45: Thank the community for their engagement over the last few weeks
    - Publish Blog Post (Intermediate post diving deeper into Theme #6)
- **Thursday:**
    - LinkedIn Post #41: Preview what's next or tease future topics and resources
    - Twitter Promotional Post #6: Share the benefits of HiveBridge's centralized system for clients, linking it back to Blog Post #10.
- **Friday:**
    - Twitter Post #46: Wrap up the series and encourage staying connected

Content Topics

- **Blogs (20 Total)**
    - Theme #1 (Cyber & Risk): **Which certifications do I need and why?**
        - Blog 1: Introductory post for Theme #1.
        - Blog 2: Intermediate post diving deeper into Theme #1.
    - Theme #2 (Cyber & Risk): **How long does it take to get certified to an industry standard framework? How much effort is involved?**
        - Blog 3: Introductory post for Theme #2.
        - Blog 4: Intermediate post diving deeper into Theme #2.

- - Theme #3 (Finance & Accounting)**: When do I need to hire a bookkeeper?**
    - Blog 5: Introductory post for Theme #3.
    - Blog 6: Intermediate post exploring Theme #3.
  - Theme #4 (Finance & Accounting): **Equity management - how much equity should I give my employees?**
    - Blog 7: Introductory post for Theme #4.
    - Blog 8: Intermediate post diving deeper into Theme #4.
  - Theme #5 (Human Resources): **When should we "hire" resources vs. having them as contractors and what does it take?**
    - Blog 9: Introductory post for Theme #5.
    - Blog 10: Intermediate post exploring Theme #5.
  - Theme #6 (Human Resources): **When do I need to provide benefits to my employees? How do I go about that process once I decide to provide benefits?**
    - Blog 11: Introductory post for Theme #6.
    - Blog 12: Intermediate post diving deeper into Theme #6.
- **Unique Blog Topics (Additional, varied topics based on audience feedback and trends):**
  - Unique Blog #1: I need to hire people for my SAAS startup. Where do I start?
  - Unique Blog #2: Should I use a PEO?
  - Unique Blog #3: My client requested an SOC 2. I need it FAST! What do I do?
  - Unique Blog #4: How do I handle spend and expense management?
  - Unique Blog #5: Security is critical to our product/company, where should I begin in implementing a strong organizational security posture?
  - Unique Blog #6: How do I better forecast my cash flow and what can I do to improve it? I have contracts, but I am having issues paying my bills.
  - Unique Blog #7: We operate in a regulated industry, what compliance frameworks and certifications should we pursue?
  - Unique Blog #8: Inside the secrets of the recruiting industry

Additional Notes:

- **Content Recycling:** Repurpose content across platforms to maximize reach. For example, a 2-minute video can be transcribed into a blog post, segmented into multiple LinkedIn posts, and further divided into several tweets.

- **Engagement Ratio:** Maintain an 80/20 ratio between educational and promotional content to build trust and provide value to your audience.

- **Network Building:** Consistently add 30-50 relevant connections on LinkedIn and Twitter daily to expand your network and increase content visibility.

- **Paid Advertising:** Begin with a modest budget (e.g., $300-$500 per month) to promote high-performing educational content, gradually increasing spend based on performance metrics.

- **Feedback Integration:** Regularly collect and analyze audience feedback to refine content strategy and ensure alignment with audience needs and interests.

This structured approach aims to build a solid content foundation, foster audience engagement, and progressively introduce paid strategies to enhance HiveBridge's content marketing efforts over a 12-week period.