



Galactic Fed

Social Media Toolkit



Hi there,

Thank you for downloading Galactic Fed's Guide to Social Media Marketing.

We've prepared it with 4 key goals in mind:



Help you better understand how social media work and **how to leverage their potential**



Help you **grow faster organically**



Help you **minimize the time you spend preparing content** for social media



Help you find a trusted Social media partner to **achieve new business heights**

Here's what you'll find here:



Social Media Content Planning Template to help you organize your upcoming posts and ensure content variety



Social Media Checklist to introduce you to social SEO and how you can benefit from your profile's optimization



Social Media Tech Stack to navigate you through the world of social media apps and help you build a perfect suite of apps to save time and money



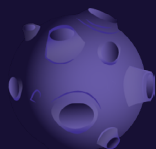
10 Tips to Grow Organically to show how you can hack the algorithm and ensure a higher organic reach



Social Media Glossary to make sure you speak the same language as your SMM partner and/or resources you find online



List with Social Media resources to take your efforts one step further



Alright, let's give a makeover to your social media channels.

BUCKLE UP!

★ Social Media Content Planning Template

Duplicate the template [here](#).

Three Month Content Calendar Template

How to use this template:

• Content Ideas Tab:

Include your content ideas in this tab organized by category. We have included some suggested categories for your use and space to add more.

You can replace our categories with the ones more relevant for your brand/market niche.

It's also a good idea to indicate whether a content idea is evergreen (won't lose its relevance for a long time) or has an expiration date (e.g. holidays, limited-time offers).

• Content Plan Tab:

This three month content calendar template will help you keep track of your own social content.

When you start working on your plan, begin with indicating important dates when you need to post a specific piece of content. For example, when you celebrate a holiday, have a timely announcement to make, or want to respond it time to cultural/social events.

Then, indicate Content Focus - this could be your content pillars, content categories, or anything else that allows you to ensure your social posts are a good mixture of information, self-promotion, entertainment, and such.

Final step - craft your content. If necessary, create different versions for different social platforms.



★ Social Media Checklist

Similar to how you optimize your website for it to be discovered by search engines, your social media profiles will also benefit from a strategic approach.

Here are 16 things that can make your social accounts more discoverable, appealing, and on point.

Bio

- ❑ Your displayed name contains the most important keyword(s)
- ❑ Bio description contains 2-3 keywords that explain what you do and what you offer
- ❑ @Handle reflects your name
- ❑ Link leads to your website/portfolio/other crucial-for-business resource

Content

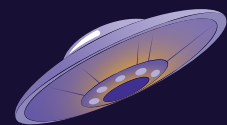
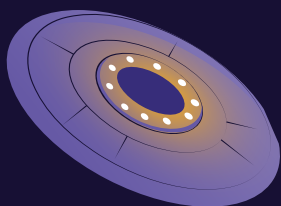
- ❑ You use appropriate keywords in your captions
- ❑ You have a hashtags strategy that combines higher-reach and lower-reach hashtags
- ❑ You add alt-text to all your visuals
- ❑ You add Location Tags (even if your business is virtual)

Audience

- ❑ You reply to DMs and comments in a timely manner
- ❑ You follow accounts that are relevant to your content niche
- ❑ You use your primary keywords while engaging with other accounts
- ❑ You acknowledge shares/retweets/mentions

Algorithm

- ❑ You analyze your content performance to adjust the content strategy
- ❑ You choose the optimal time to post
- ❑ You go online daily
- ❑ You employ various content formats to amplify your delivery



★ Social Media Tech Stack

Running social media is a full-time job.

There are many things you must keep an eye on to optimize organic growth, and many of them are manual labor. A lean but effective tech stack can help automate and streamline your process.

Here's what our stack looks like: →

SMART SOCIAL MEDIA TOOLS

TOOL	PURPOSE
FeedHive	Scheduling
Semrush Social	Analytics
Visme	Design
Ezgif	Gif/Video Converter
Splice	Video Editing
Taplio	Tweet to Carousel Generator
Spacie	Line Breaks Caption Generator

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While the exact tools may vary from brand to brand, we suggest including:

1 A content management tool

We use **FeedHive**, but you can also try out **Hootsuite**, **Sprout Social**, **Buffer**, **Later**, or **Semrush**

3 A video editing tool

There are lots of options to choose from; here are our favorites:

123apps - micro-apps for very specific tasks

Invideo - video templates for easy video creation

Ezgif - user-friendly video/photo/gif converter

Splice - phone app for editing videos on the go

2 A design tool

There aren't that many 360-degree tools that are also easy to use without a degree in design, and we recommend having a go with **Visme**, **Canva**, and **Picsart**

4 Other apps that make SMM life easier

These will vary depending on what social media you use, but here are a few other apps that we love and use all the time:

Yaytext - allows to use Unicode formatting (bold, italics, etc.) in your social posts

Spacie - generated line-breaks for Instagram

Taplio - transform tweets into LinkedIn carousels

Linktree - creates a link portfolio for the platforms that limit links sharing (like Instagram)

★ 10 Tips to Grow Organically

Growing your social media channels without paid promotion is hard but very doable. The most important thing that not everyone cares to admit is:

When you're just starting out, you must please the algorithm as much as your audience.

We know you want to post interesting and valuable content to attract and maintain your audience, but you must also butter up a platform's algorithm to ensure maximum organic reach.

Here's what you should do:

1

Pick your niche

While it might be tempting to post any share-worthy content, the more narrow your niche is, the easier it will be for the algorithm to categorize your page and connect to your relevant audience.

2

Post regularly

Signal to the algorithm (and your audience) that you're serious about the platform. Here are the minimum recommended number of posts:

- ★ LinkedIn - 5-7 posts a week
- ★ Instagram - 5-7 posts/20-30 stories a week
- ★ Facebook - 5-7 posts a week
- ★ Twitter - 5-10 tweets a day
- ★ TikTok - 1-3 videos a day
- ★ YouTube - 2-3 videos a week
- ★ Pinterest - 2-3 pins a day

3

Don't buy followers

It is always, always a terrible idea. First, you will waste money on a dead unengaged audience that will eventually unfollow you anyway. Second, if the algorithm detects it, your account will be punished.

4

Test out new features as soon as they come out

Social platforms, in general, love and appreciate when you use as many features as possible. Even more so when they release new ones and want them to get as much hype as possible. So when you spot something new, work it into your content calendar and your organic reach will likely be higher than usual



5

Engage with relevant accounts

A great way to widen your organic reach (as more users will see your comments) and explain your worth to the algorithm. Make sure to choose accounts in a similar niche or ones that talk about similar things.

It's also a good idea to engage with accounts of all sizes:

- ★ Massive accounts give you exposure
- ★ Medium accounts give you endorsement
- ★ Small accounts give you engagement

6

Follow the rules

Familiarize yourself with a platform's rules. Most of them will be fairly obvious, but every platform has variances. Twitter, for example, can temporarily lock an account for tweeting "cut yourself some slack" on the grounds of self-harm promotion.

7

Remove spam followers

Review your followers regularly and remove spammy accounts. Otherwise, the algorithm may suspect purchased followers.

8

Log on daily

Even if you don't post anything, you could still go online to engage, consume content, check analytics, and keep your finger on the pulse of what's happening. This is a strong commitment signal.

9

Follow the trends

A certain dance/challenge on TikTok, a hook on Twitter, or, a song for Reels - when something becomes trendy on a platform, the algorithm tends to favor accounts that follow it, which means an increase in organic traffic for your account.

10

Make use of hashtags

Beyond the obvious use case to increase a post's reach, hashtags are also a brilliant way to keep up with the platform's hottest topics, trends, and also categorize your types of content. You can also use them to find inspiration for your future posts and to learn from other creators.



★ Social Media Glossary

Duplicate it [here](#)

Instructions:

We've compiled all the key terms you're likely to come across while growing on social media. Abbreviations like "AMA" or "FFF" may confuse you now, but it's important to understand the language a platform's users speak to become a true native and amplify your efforts.

Feel free to add your own terms as you expand your SMM expertise - this is your personal glossary copy that can grow with you.

AMA	"Ask Me Anything." It's a Q&A style format where people can ask questions and get answers from experts in the field. It's often used to connect with potential customers or fans and build rapport and trust.
Brand Advocate	A brand advocate is someone who actively and unconditionally promotes your product or service. They can be customers, employees, partners, or even celebrities.
Boosted post	A paid promotion of one of the published posts to help it get more reach.
Caption	A text that appears next to an image/video. A great opportunity to provide context and use relevant keywords.
Carousel	A post with multiple images attached to it that users slide through.
Chatbot	A chatbot is a computer program that can hold a conversation with a human. Chatbots are used on social media platforms to provide customer service, and they are also being used to create relationships with customers.
Cross-Posting	It's when you post the same/very similar thing on more than one social media platform.
DM	Stands for "direct message". Often used in captions and comments ("DM me to...") to invite someone to send them a private message.
Engagement Rate	This metric shows how much your audience interacts with your content. To calculate it, divide the number of interactions (likes, comments, etc.) by the number of followers. For example, if you have 100 followers and your post got 10 likes, your ER is 10%.
Evergreen Content	This type of content remains relevant and useful over time as it's not tied to any particular trends, seasons, events, etc. To give you a better idea - you can post a social media glossary at any time, but anything, say, Christmas related will only make sense in December.

★ Social Media Marketing Resources

[A Complete Guide to Effective Twitter Management](#)

[12 Stellar Instagram Organic Growth Hacks that Will Drive ROI](#)

[Digital Marketing Trends in 2023: Social Media](#)

[Four LinkedIn Marketing Strategies To Grow Your Business](#)

[How to Create a Social Media Strategy Plan](#)

[Organic Social Media Growth 101 For Small Business Owners](#)

[How to Create the Perfect Content Calendar](#)

[What Makes a Good Influencer Advertising Strategy?](#)

[TikTok for Business: Is It Right for Your Brand?](#)



We hope this guide helps you significantly improve your social media channels' look, feel, and performance. If you have any questions, don't hesitate to reach out.

You can also start by getting a [free Social media marketing plan](#) from us - no strings attached!

Good luck!

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