

LUMENESSE & CO

Our Ultimate Social Media Cheat Sheet

Social media marketing can feel overwhelming and time consuming, but it doesn't have to be.

Read on for our top time-saving, result-delivering tips!

Batch Content Creation

Aim to carve out a time slot each month or fortnight to plan social media posts in batches. This can streamline the process and will save you time in the long run.

Schedule Ahead

Use scheduling tools like Sked, Buffer or Later to schedule your posts ahead of time. This allows you to keep a consistent posting schedule without having to be online all the time.

Automate Repetitive Tasks

There are a wealth of automation tools out there to make your life easier! Consider automating tasks such as responding to common queries or comments using chatbots.

Treat AI as a Team Member

AI can be incredibly helpful when used in the right way. Use free tools like ChatGPT to brainstorm and generate ideas, or consider low-cost AI platforms such as SocialBee or ContentStudio for help with creating content.

Remember: these tools aren't perfect and they can never replace your individuality. Our advice is to use them as a springboard, but always make sure you have a human eye on what they produce.

Use Content Prompts

Stuck for ideas? Here is a brief series of content prompts to spark some thoughts. Feel free to build on these and add prompts that are relevant to your business:

How it's made	Meet the team	Why you do what you do	Behind the scenes
Ingredient/product highlight	Loyal customer feature	A day in the life	Flora and fauna
Q&A	Recommendations (books, playlists etc.)	Bet you didn't know	"Featured in"
Tips (other things to see/do, what to pack etc.)	User generated content	Virtual tour	Surrounding area highlights

Empower Your Team

If you've got a team or partners, use them to help! Encourage team members to capture content with their phones and to contribute ideas for your social media channels.

Create Powerful Visuals

A picture says a thousand words. And videos? A million! You can use low-cost tools such as Canva to generate on-brand graphics, videos and imagery quickly and easily. No graphic design or video editing skills needed!

Be Genuine, Not Perfect

People value authenticity and connection over perfection. Remember, simple iPhone photos and videos can be all you need for success.