Hey everybody, welcome back. It's Monday, and I am going to share with you today something that I've been working on, something that I learned last week. I think that is one of the benefits of doing this live stream every week. Just talking about where things are at, where I'm at, actually. So you're probably like me, you follow a ton of people on social media, and they are super far advanced. So if you're just starting this journey, if you're a couple of years in, like I am, or if you're somebody who's super advanced, there's all these different people that are on social media. And it is really hard to not want to be like someone else, because you're like, "Oh my gosh, they're doing all these amazing things. They're posting all this super cool stuff. I don't know how to do any of that. I don't have the money to hire somebody to do that."

All those things aside, I think the important thing about these lives that I find value in when I go back and watch them is these are things that I'm working on right now. So wherever you're at, maybe not if you're super advanced, because you probably already figured this stuff out. But if you're like me where you're a couple of years into the journey or you're just starting out and you're like, "Listen, I don't know where to start," I want to show you what I've been working on. Things that probably had I known at the beginning probably would have made things a bit easier. So I want to share with you some things that I've been working on. So, super long intro, but it's going to be worth it.

Okay. I mentioned in my story somewhere the other day that I had watched a YouTube Live from someone inside our Brand Builders group, which was Lindsay, and she had some amazing ideas. So like all good ideas, I borrowed them and tweaked them a little bit for what works for me. What I did was ... We have lots of social media channels. We have eight, I believe. One, two, three, four, five, six, seven. We have nine. Okay. That's a lot. I know that's a lot because whenever I tell people that we're posting on all nine social media channels, they're like, "Say what? I'm totally overwhelmed just by you saying that." And to be honest, sometimes I get overwhelmed by that too. So I'm going to show you how I think I'm going to start organizing this content and keeping it altogether. And then you can tell me if you tried this, if you think it's valuable, or maybe different ways to tweak it, because that might be even more important.

Okay. So I scratched out this. Yes, my scratched messy handwriting. So I put, first of all, I did the days of the week across the top of this. Now I will tell you that I use Google Docs. So I created a table with inside Google Docs, but you could do this on a spreadsheet if you wanted to. But I like the idea of Google Docs because here's the benefit of this. And I'm only probably a year or so into using Google Docs. Before I used to use Word for everything. But here's why I like it, is because I can share that with my team. I can say, "Hey, what do you think about this?" And then all those people that I'm sharing it with, they can go in and edit it, make changes, leave comments. It's super cool. So, if you've never played around with Google Docs before, I definitely encourage you to do that. It's something that I didn't know that I even needed it until I started using it, and then the benefits of being able to share stuff with different people, amazing.

Okay. So back to this, back to my list. We have the days of the week across the top of the table. So Monday through Sunday, obviously. And then I have a Facebook feed, Facebook group, Facebook Live, then I have IG feed, IG stories, IG live, then I have LinkedIn feed, LinkedIn stories, LinkedIn Pulse, and hopefully I will get the go-ahead from LinkedIn to be able to do LinkedIn live, because I think that would be super cool. But again, six week waiting period, we'll see what happens. Then I have Medium, so that's where I post my articles. Then I have the YouTube feed, which I guess that's what you call it, where you can see the video list. Playlist, that's probably a better word for it. So YouTube playlist, then YouTube live, Pinterest, Twitter, TikTok and Snapchat. So that is all of them.

What's cool about this is you have all those social media channels on the left-hand side, you have the days of the week across the top, and then you just fill it in for every single week. So that way everybody

knows ... Now, if you're doing this by yourself, I think that's in some ways easier because it's easier for you to organize it. It's easier for you to tweak things. If you're doing it with a team, obviously you can assign those tasks, delegate certain things to certain people. But I like the organization of it because it's going to change every week potentially. But one thing that Lindsay used is she did like a static board. So she did your blog title announcement and that's on every channel on Monday. Then Tuesday, Wednesday, and Thursday it's quotes.

But what I like about this too, is because it's all lined up ... I don't know if you're like me, but the organization of it all helps my brain work through it. So if you're that kind of a person, this'll probably be good for you. And if you're not, you're probably like, "What the heck is she talking about? It's crazy." But anyways, so if your brain works in the organization and the tables and the structures of it, after you've done this and like brain dumped it out, I think this could be super helpful. So basically just lining out the content. And you can see across all seven days, is it organized? Is there something like, "Oh shoot, did I forget that I didn't post anything on my LinkedIn feed? I need to add that in."

Because when I first started this process, I thought I was super organized. I thought I had it all. And then I met the most amazing person, Shaida, and she has clued me into a bunch of things that I was missing, forgetting, I didn't even know that I needed to do. So make sure too, that you're getting feedback from somebody on this, because it can be confusing when you're first starting out. Obviously don't do all of this. Don't kill yourself for nine social media channels. That's just not good. You're going to not do it, and that is the kiss of death with social media. You have to be consistent because if you are not, people won't follow your stuff. They won't follow your channels. Rory always talks about it's like the evening news. The evening news comes on at 9:00 PM every night. Do they always have stuff to talk about? Maybe, maybe not, but they create it because they're consistently showing up every single night at 9:00 PM. And that's the way that I look at it. That's the way that you have to look at it if you want to succeed in social media.

So I think by creating this schedule ... I'll check back with you next week too, and tell you how it's going. But I'm still in the designing phase, still trying to figure this out. I mean, you should've seen the mess I created when I did my first table. Side note, if you're using Google Docs, it is not easy to add just like an extra column or an extra line or something like that. So scribble it out first and make sure you have everything that you need. Start small, of course, but you can always tweak it as you go on. Just know that when you create those tables, I haven't figured out how to add a line to it. Maybe you do. Maybe you know. I don't.

Anyways. So I'm going to try this this week. I'm going to let you know how it goes. I'm going to see if it helps clear the clutter of remembering to post on every single thing, because I think that's the confusing part, and organizing it in this weekly structure I think is going to make a huge difference. So I hope you'll come back with me next week. I'll fill you in on that. If you have any ideas or feedback, definitely let me know. Leave it in the comments below. Okay? Have a good week. I'll see you on Friday for podcast episode number 10, our recap. See you then.