



# **Social Media Strategy Overhaul Before the Holidays**

Alright jewelers, it's time to suit up. The holidays are quickly approaching. From cleaning your cases, to stocking up on the right tools and product for those holiday projects, there are a plethora of things you can do during this time. I'm here to say this: use this time to reevaluate your social media strategy! Social media can often be put on the back-burner, especially during your busiest months, but it is important to have a good social media strategy in place for the holidays.































Follow along with me as I break down a few tips and tricks on how to revamp your social media strategy.

## **Monitor Your Insights**

When you start looking into your insights, you'll realize you've got a ton of valuable information right before your eyes. Things like demographics, which images perform better, how many people your posts are reaching, and much more are all available to you. You can use this information to inform your future posts. For example, if you notice your photos of engagement rings are performing better than all of your other

posts, it's safe to assume that your audience is interested in engagement rings, and you can push them further on social (but don't let your posts get too saturated with one type of content!). More engaged posts mean more people see your posts, which mean more people become acquainted with your business.

See the image below. What assumptions can you make based on this data? If you notice, the links we posted didn't perform as well as our other types of content. This might tell me to post less links and more pictures/videos!

10/07/2020 2:45 PM	 These on-trend designs feature current fashion must-haves:			1.7K		5%		<a href="#">Boost Post</a>
10/06/2020 6:00 PM	 As the year draws to a close, we move from our fast-paced, tech-			2.3K		3%		<a href="#">Boost Post</a>
10/02/2020 6:00 PM	 A sunset, tropical waters, watercolor paintings, Holi color			1.6K		2%		<a href="#">Boost Post</a>
10/01/2020 6:00 PM	 Happy Birthday October Babies! 🎂 👉 #HBD #Tourmaline #Opal Click			2.7K		4%		<a href="#">Boost Post</a>
09/30/2020 6:00 PM	 With earrings so stylish, you won't even have to try! Complete any			1.6K		3%		<a href="#">Boost Post</a>
09/30/2020 12:12 PM	 Earlier this month, we launched Diamonds and Gemstones 2020-			1.2K		2%		<a href="#">Boost Post</a>

*A breakdown of post performance from Stuller's Facebook insights*

## Plan Out Your Posts

This one is a hard and tedious task, but trust me when I say that future you will thank past you, especially during the holidays! Take some time out of your day/week/month and plan. Download a monthly calendar from Google, plan which days you'll post which content, and come up with the copy (marketing word for caption). Utilize popular jewelry hashtags

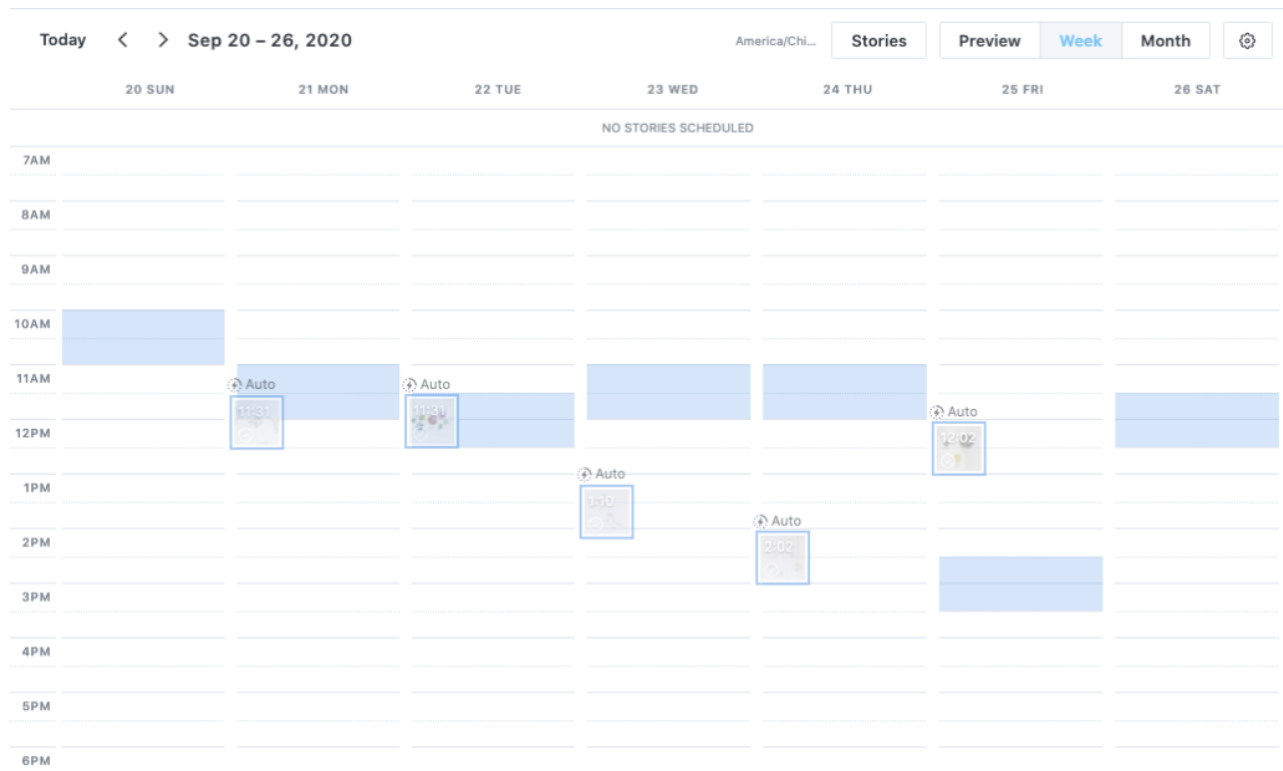
by doing some research, and BAM! You have your social all set up for the next month. It's harder said than done, but you'll feel relief when you have a whole month's worth of social posts done before the second week. This brings me to my next tip...

Day	Platform	Time	Media Type	Topic	Description	Image	Category	Type
12-Oct MONDAY	FACEBOOK	7PM	Photo	Platinum Jewelry	When customers experience platinum jewelry's luxurious feel, they want to buy it. And when they do, they are much more likely to buy it again.		Finished Jewelry	ORGANIC
	INSTAGRAM	11:30AM	Photo	Platinum Jewelry	When customers experience platinum jewelry's luxurious feel, they want to buy it. And when they do, they are much more likely to buy it again.		Finished Jewelry	ORGANIC
	TWITTER	12PM	Photo	Platinum Jewelry	When customers experience platinum jewelry's luxurious feel, they want to buy it. And when they do, they are much more likely to buy it again.		Finished Jewelry	ORGANIC
	LINKEDIN	12PM	Photo	Platinum Jewelry	When customers experience platinum jewelry's luxurious feel, they want to buy it. And when they do, they are much more likely to buy it again.		Finished Jewelry	ORGANIC
13-Oct TUESDAY	FACEBOOK	7PM	Photo	Bridal Brochure	These on-trend designs feature current fashion must-haves: geometric shapes, pear and baquette accents, and intricate latticework details.		Bridal	ORGANIC
	INSTAGRAM	11:30AM	Photo	Bridal Brochure	These on-trend designs feature current fashion must-haves: geometric shapes, pear and baquette accents, and intricate latticework details.		Bridal	ORGANIC
	TWITTER	2PM	Photo	Bridal Brochure	These on-trend designs feature current fashion must-haves: geometric shapes, pear and baquette accents, and intricate latticework details.		Bridal	ORGANIC
	LINKEDIN	12PM	Photo	Bridal Brochure	These on-trend designs feature current fashion must-haves: geometric shapes, pear and baquette accents, and intricate latticework details.		Bridal	ORGANIC
14-Oct WEDNESDAY	FACEBOOK	7PM	Photo	Holiday Bridal	Diamonds wrap delicately around a stunning center stone in a loving embrace – this is elegance redefined.		Bridal	ORGANIC
	INSTAGRAM	11:30AM	Photo	Holiday Bridal	Diamonds wrap delicately around a stunning center stone in a loving embrace – this is elegance redefined.		Bridal	ORGANIC
	TWITTER	2PM	Photo	Holiday Bridal	Diamonds wrap delicately around a stunning center stone in a loving embrace – this is elegance redefined.		Bridal	ORGANIC
	LINKEDIN	12PM	Photo	Holiday Bridal	Diamonds wrap delicately around a stunning center stone in a loving embrace – this is elegance redefined.		Bridal	ORGANIC

*This is a daily breakdown of our monthly content calendar*

## Schedule Your Posts

I've talked about this before and I'll talk about it again: schedule your social media posts! Take this time to learn and get a feel for scheduling posts, and get in a habit of doing it. It becomes much easier the more you do it, and before you know it, you'll be mindlessly scheduling months in advance! At Stuller, we use the scheduling platform Sprout Social, but we recommend either [Later](#) or Facebook, which has a publishing platform called [Creator Studio](#) that is free for you to use.



*A week of Stuller Instagram posts from Later's platform*

And that's it! Get in the habit of utilizing these tips and tricks so you aren't falling short on social during the holidays. Read up on some more of my social media blogs [here](#) to get you in the social media spirit. Godspeed!