

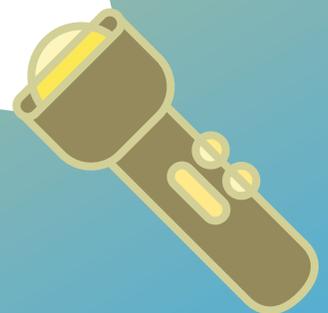


PLAYBOOK & CONTENT CALENDAR

Be a Thought Leader

Grow your brand presence and following by becoming known and respected for having domain expertise in your industry.

#AdobeSpark
#sparkplaybook



What This Playbook is Ideal For

- Creating brand recognition on an industry level, so that you're looked to for insights that are wider-reaching and universal.
- Building trust with your customers (both B2B and B2C) to position your company as a trustworthy source or expert.
- Staying timely and relevant with the content that you're creating (always up on latest trends, etc).
- Cultivating a longer term or deeper relationship with your customers and network.

Types of Content That Help Support This Goal

Longer Form Content and Promotion

Dive deep into a specific industry problem area or trend.

Shareable Quotes and Info Bites

Post non-product content that your customers can easily relate to. They can be from your own team, or from other leaders in the space, and they encourage reciprocal sharing.

Personal Anecdotes

Team members can share their stories about why they connect with your mission.

Other People's Expertise and Perspectives

Connect with influencers or experts in your industry and invite them to contribute to your

Principles and Best Practices



ESTABLISH DOMAIN EXPERTISE THROUGH THEMES AND FOCUS.

Being a "master of none" isn't the road to thought leadership. Figure out which area of expertise most resonates with your audience, and focus your posts on that theme before moving to the next theme.



BE A PART OF THE COMMUNITY.

You are probably not the first experts in your field (if you are, more power to you!), Recognize thought leaders who have come before you. Find ways to encourage reciprocal sharing. Never be above reaching out to someone's ego! Their audience can be your audience too.



HAVE AN INFORMED OPINION.

Don't be afraid to take risks or a challenge! Your ideas aren't going to be interesting if they don't spark an emotion with your audience. Beware of hot takes — they're ok once in a while, but they can come off as clickbait. Informed opinions are more lasting.

15 Days to Be a Thought Leader

Let's do this... Be relevant. Be timely.

To be a trusted thought leader, it's not just about your product or service. It's about serving up content that showcases the latest trends, connecting with others in your own and adjacent industries, and anticipating what your users will want to know as early as possible. Relay your company's research and knowledge in customer-facing ways.

Tag your posts with **#AdobeSpark** and **#SparkPlaybook** for a chance to be featured! We want to know how it's working for you!

DAY 1

Expand your universe

Find 5 pieces of content online (articles, other people's images, quotes, etc.) that resonate with your brand or mission. Use a Premium template to create Spark Posts highlighting this content, and schedule them out as "evergreen" content over the coming weeks. Don't forget to give credit to where you found it, not just for copyright, but also to expand your network! Post 1/5 today on your most engaged network.

POST THIS ON:



DAY 2

Metrics inspire a series

Create a plan for how keep track of your social engagement over the next couple of weeks, either by using the social platform's built-in analytics, or a tool like Buffer. Scan the comments that your audience is leaving on your posts... are there some trends around what they like or are wondering about? Choose one trend and create a series of Spark Posts or Videos that address it. Post them throughout the day today.

POST THIS ON:



DAY 3

What do you believe in?

Post 2/5 of the pieces of content you created on Day 1 on a network of your choice. As a team, brainstorm ideas for one piece of long-form content (blog post, tweetstorm, Instagram Story series) and talk about why this issue is important in general and to your brand. Choose one idea to develop content for and assign tasks to people like copy writing, finding photos, etc. Working alone? Make a list of the tasks you'll need to do.

GET ORGANIZED AND PLAN AHEAD

DAY 4 & 5

Share your voice.

Post 3/5 of the pieces of content you created on Day 1 on the network of your choice.

Work on creating your long-form content. Use Spark Post or Video to create content for Instagram Stories or Twitter, or for graphics for your blog post. Don't have a blog? Use Spark Page to put together a dynamic landing page. Start your projects in Spark and share with your team to collaborate

SHARE AND COLLABORATE!



DAY 5

A mini campaign

Post 4/5 of the pieces of content you created on Day 1 on a network of your choice.

Use Spark to create the promotion around the long-form content you've been working on, like images to post on social networks to tease users about what's coming soon. Create Spark Posts with quotes from the piece itself, the date the article or content will launch, etc.

SET YOURSELF UP FOR SUCCESS



DAY 6 & 7

Spread the word

Start posting your promotional Spark Posts and Videos for your upcoming long form content. Try to post a contextual version on each social network you're using. Use Resize in Spark Post to make versions of your post in the correct aspect ratio for the various platforms you're creating for.

Work on finishing your long form content by Day 8.

POST THIS ON:



SOCIAL WORKS BOTH WAYS

DAY 8

Launch day

Publish your long form content, whether it's a tweetstorm, blog post, Insta Story or series, article, etc. If you're publishing to something like a blog or Medium, make sure to make and publish Posts on social networks to point them there. Include a link in your bio!

Keep track of comments as they come in and actively engage with your users in the comments today.

DAY 9

A guest appearance

Post 5/5 of the pieces of content you created on Day 1 on a network of your choice.

Find another thought leader in your space (probably non-competitive), and invite them to do a "social takeover," where for an specific time period they post to your social accounts (choose one). Choose a set of Spark templates and share them with them so their work has brand consistency.

HAVE THEM CREATE FOR:



15 Days to Be a Thought Leader

DAY 10 & 11

Involve your audience

Promote the takeover event! Film yourself or your team announcing the takeover on your phone, and import it to Spark Post. Feature a photo or quote of the thought leader you've selected. Use Resize to make versions of the announcement for multiple social networks and post! Ask your followers to submit questions or topics for the invited thought leader or influencer through the comments.

POST THIS ON:



DAY 12, 13 & 14

It's takeover day!

Check out what your thought leader/influencer has created for the takeover. Save a couple of the best creations to post later, as evergreen content you can post in the weeks to come. This can include their content, user comments and quotes, etc.

For the rest, finalize and post their creations as a series of posts, videos, stories, etc. over the next few days.

POST THIS ON:



DAY 15

Be an efficiency rockstar

Choose 2-3 articles that others have written about your industry... these could be about current trends or changes, perspectives, facts, etc. Choose 3 quotes from each that you especially like. You should have about 6-9 quotes. Use a quote based template to mock up all of them, and post 1 today. Post the next one on the same day of the week next week, and continue. Don't forget to cite the source in your design and tag them!

POST THIS ON:



DAY 16

Highlight a team member

Take a picture of a team member on your phone and get a quote from them about their expertise. Add text animations for their name or quote! Create a Spark post with this content, and post it today. Don't forget to tag your company or employees so they can share it too! Feeling inspired? Highlight a few employees for a series of Instagram Stories.

POST THIS ON:



DAY 16

Cross the two-way street

Reach out to the thought leader/influencer that did your social takeover. Share insights with them, like comments and conversation from your followers, how much engagement they got, etc. Ask them if they'd be willing to repost their creations on their own social account and tag your company in it.

BE SMART WITH YOUR NETWORK

DAY 16

Let them inspire you

So what did your followers tell you or ask about in the last couple of weeks? You're sitting on content gold now! Generate a list of content ideas based on this and make your own calendar. For example: Were certain topics or reactions more popular? Dive into those topics and create a series of posts or long-form content that addresses them. Tag the users who originally asked you for some serious warm fuzzies.

YOU'RE ON A ROLL!

What's Next?

It doesn't have to end here. You can rinse and repeat this playbook many times to create a consistent social media posting rhythm, and modify it as you learn about what your user engage with the most! Or check out one of the other playbooks, and use them in rotation.

Sp + You = 100 More Magic! 

We're building Spark for you. We want to know what's working! Are you using social media marketing in your organization or for yourself, and looking to accomplish goals that will help you build or grow your online presence? Are you planning on using these playbooks and content calendars?

Hashtag your Spark Playbook posts on social with **#sparkplaybook** and share your progress and learnings with us. Want to create something better together? Request an invitation to our Social Media Marketer's Circle at the end of the session or lab, or on our Spark Page at www.bit.ly/sparkplaybook