Inkpots social media content planning – Spring term 2017

OVERALL AIM: to increase numbers on mailing list/stronger links with existing parents

Will do this by supporting parents to encourage creativity with their children/keep current parents informed, engaged and empowered.

Theme: Inkpots diary project

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| Blog | * Keeping a diary * Other journal ideas * Famous diary ideas * Encouraging unsure writers * Benefits of keeping a diary * Using video (Gill’s journey with this medium | First in series about other local, small creative offerings for children |
| Guest blog |  |  |
| Lead magnet | Free download of weekly diary page/summary of all the top tips in blogs – leading to sign ups for other offerings |  |
| Mailings | * Regular updates for parents * Sharing the blogs * Local news to parents |  |
| Facebook |  |  |
| Twitter |  |  |
| Instagram |  |  |

You Tube – will start sharing videos as produced