



CAREER DEVELOPMENT EVENT

Agricultural Communications

SOCIAL MEDIA WORKSHEET



SOCIAL MEDIA WORKSHEET

EXAMPLES AND HOW-TO

Content Calendar

A content calendar is a planning tool used to organize and schedule social media posts, blog articles, videos or other content in advance. It helps ensure consistency, maintain a strategic approach and track engagement over time.

A typical content calendar includes details like:

- Date: When the content will be published.
- Platform: Where it will be posted (Facebook, Instagram, TikTok, etc.).
- Content Type: The format (image, video, blog, infographic, etc.).
- Post Description: A brief summary or caption of the content.
- Hashtags: Relevant keywords to boost visibility.
- Engagement Plan: Strategies to interact with the audience (e.g., responding to comments, sharing user-generated content).

Using a content calendar helps brands and individuals stay organized, remain consistent and measure the success of their social media efforts.

How To:

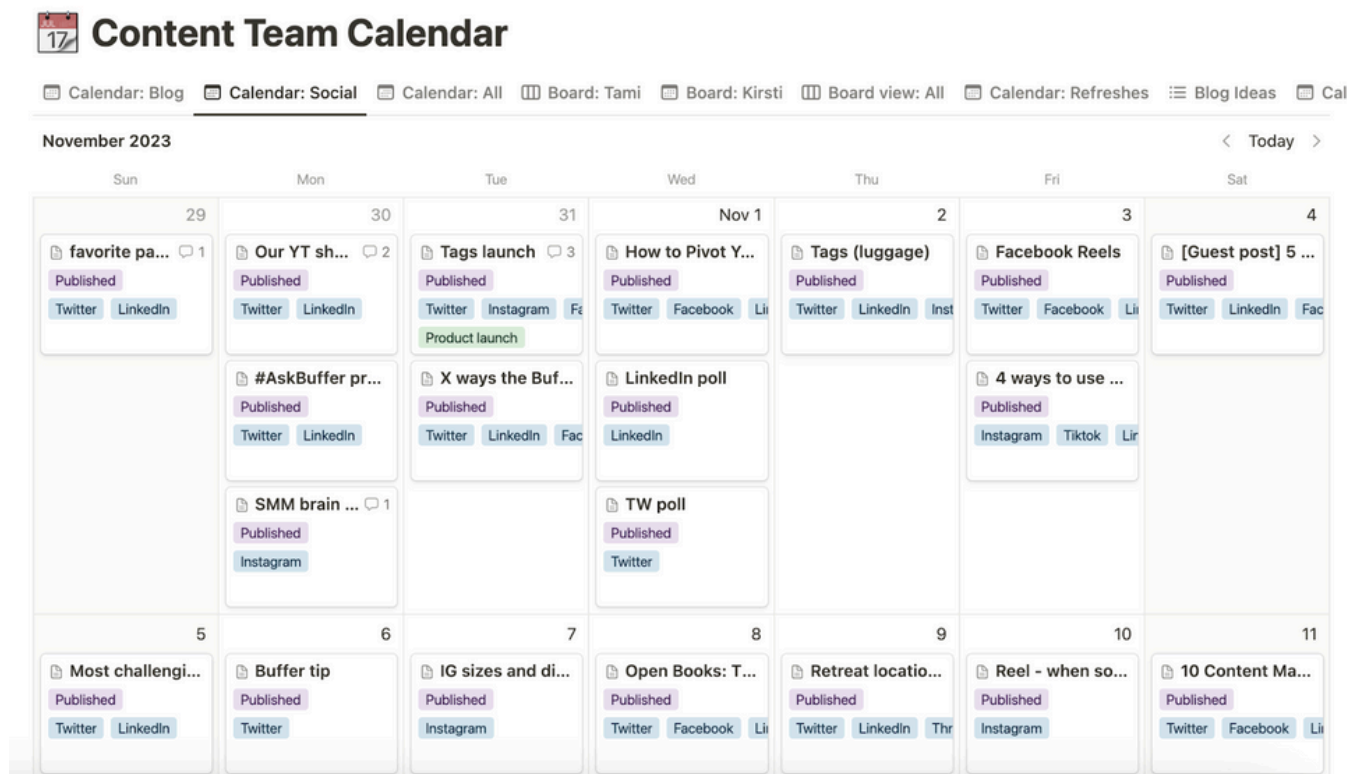
Begin in an excel sheet with a format similar to this

<i>Date</i>	<i>Platform</i>	<i>Content Type</i>

SOCIAL MEDIA WORKSHEET EXAMPLE

Example:

This was created in Buffer, an app used for content organization. Multiple people in a team can access this and approve posts for social media.



Search Engine Optimization (SEO):

Search Engine Optimization (SEO) is the process of improving your content so it appears higher in search engine results. Good SEO helps people find your website, social media pages, or online store.

Good SEO Practices

- ✓ Use relevant keywords naturally in content, titles, and meta descriptions.
- ✓ Optimize images with alt text that describes the image.
- ✓ Include internal links (links to your own website content).
- ✓ Ensure mobile-friendliness and fast website loading speeds.
- ✓ Use descriptive URLs (e.g., example.com/best-ffa-projects **instead of** example.com/page123).

SOCIAL MEDIA WORKSHEET

EXAMPLES AND HOW-TO

Search Engine Optimization (SEO):

Bad SEO Practices

- ✗ Keyword stuffing (e.g., “FFA projects are the best FFA projects. If you love FFA projects, here are more FFA projects.”).
- ✗ Using generic or missing meta descriptions (these help search engines understand your content).
- ✗ Ignoring image optimization (missing alt text makes images invisible to search engines).
- ✗ Buying fake backlinks instead of earning quality ones.

Exercise: Rewrite these poorly optimized sentences using good SEO:

1. We love showing livestock at fairs, and fairs are fun. Livestock shows are at fairs, and we go to fairs a lot.

 Improved SEO Sentence:

2. We sell FFA supplies. Buy our FFA supplies because our FFA supplies are the best FFA supplies!

 Improved SEO Sentence:

Keyword Optimization:

Keywords are words or phrases that people type into search engines.

-  Bad Keyword: Animals (Too broad)
-  Good Keyword: How to raise market lambs for FFA (Specific and useful)

 Activity: Pick a topic and write down 3 strong SEO-friendly keywords:

1. _____
2. _____
3. _____

SOCIAL MEDIA WORKSHEET

EXAMPLES AND HOW-TO


Search Engine Optimization:

Headlines:

- Start with an engaging headline (e.g., “5 Tips for a Winning FFA Public Speaking Contest”).
- Write a clear and informative meta description (under 160 characters).
- Use headings (H1, H2, H3) to structure content.
- Add links to credible sources and other relevant pages.

Exercise: Write an SEO-friendly title for an article about FFA leadership skills:

Bad Title: FFA is cool and helps people be leaders

 Improved Title: _____

Final Challenge: Now, apply what you've learned! Pick a piece of your own content (a social media post, website, or blog) and rewrite it using SEO best practices.

Before:

After:
