

Frontier Co-op

Managing Social Media With A Small
(But Mighty) Team

OVERVIEW

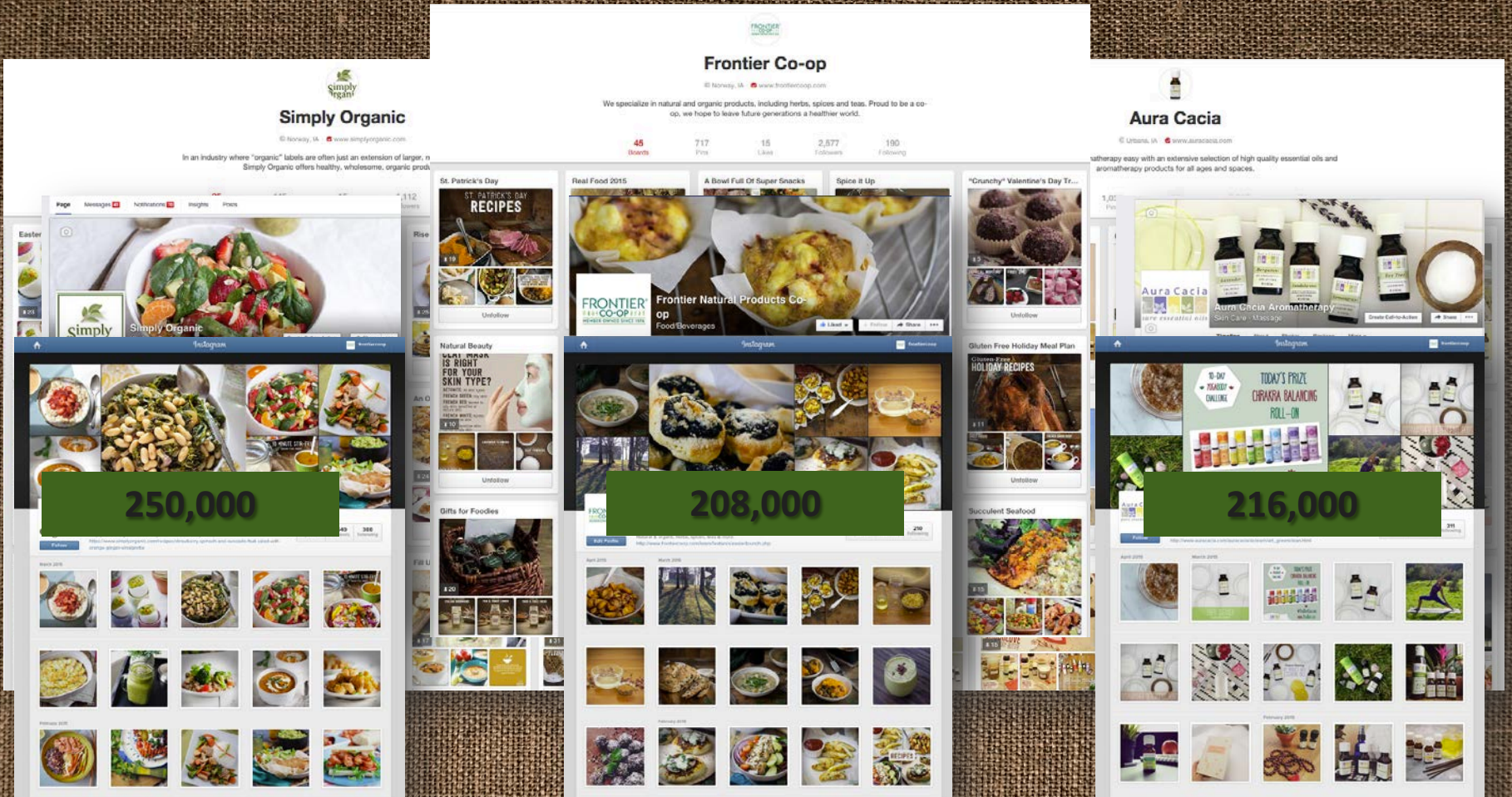
Socialsphere & Team

Process

Tools

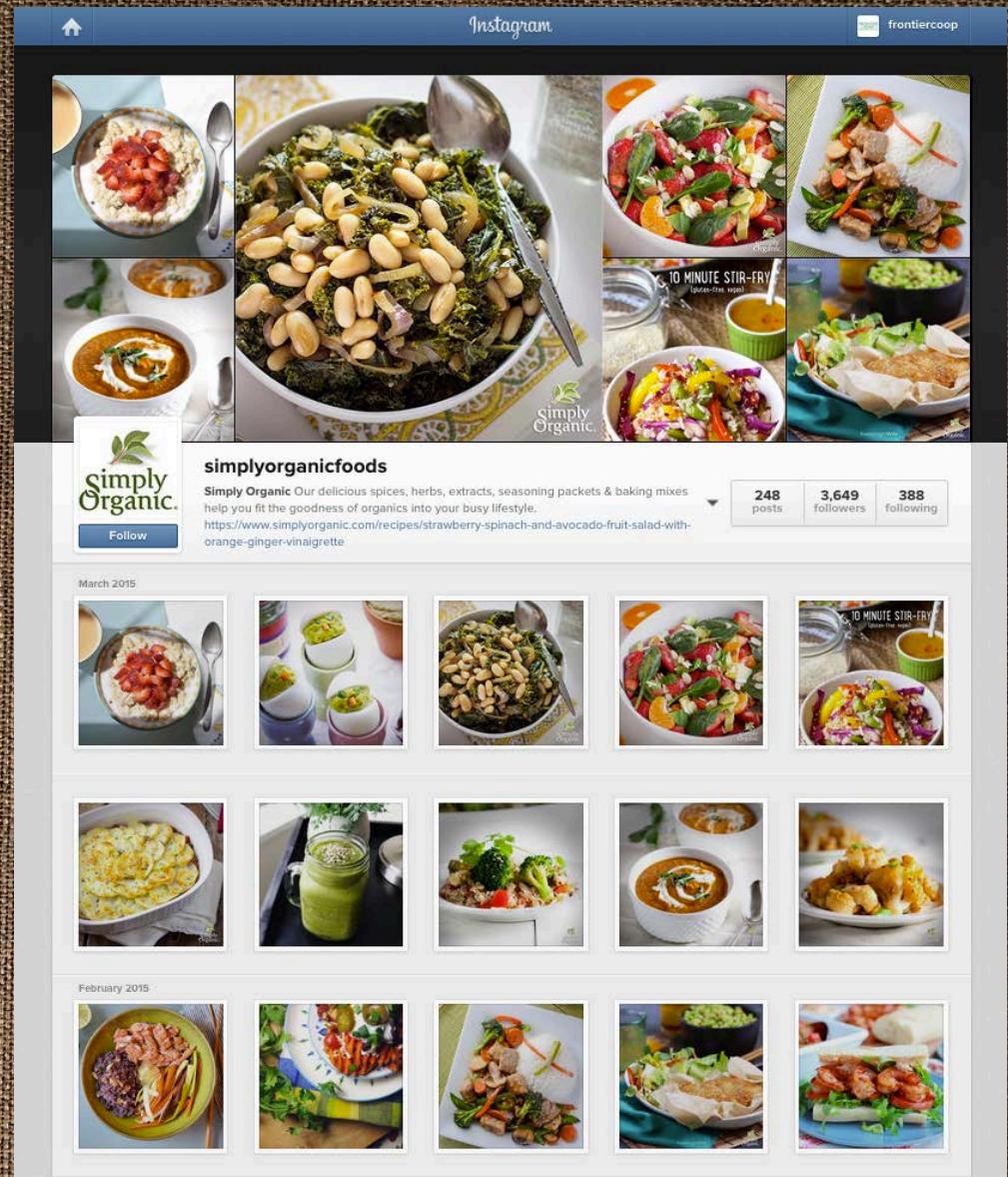
Timesavers

#Socialsphere



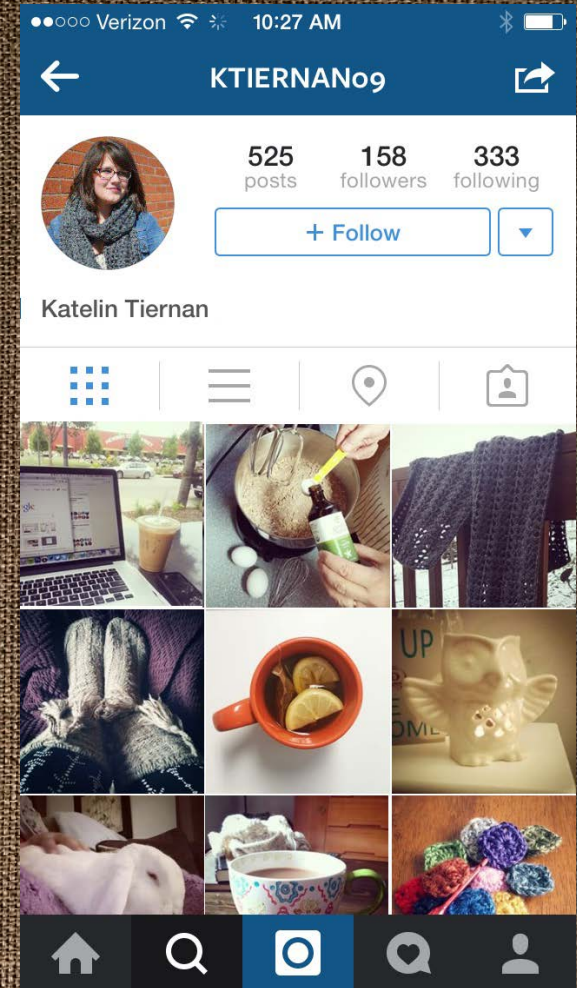
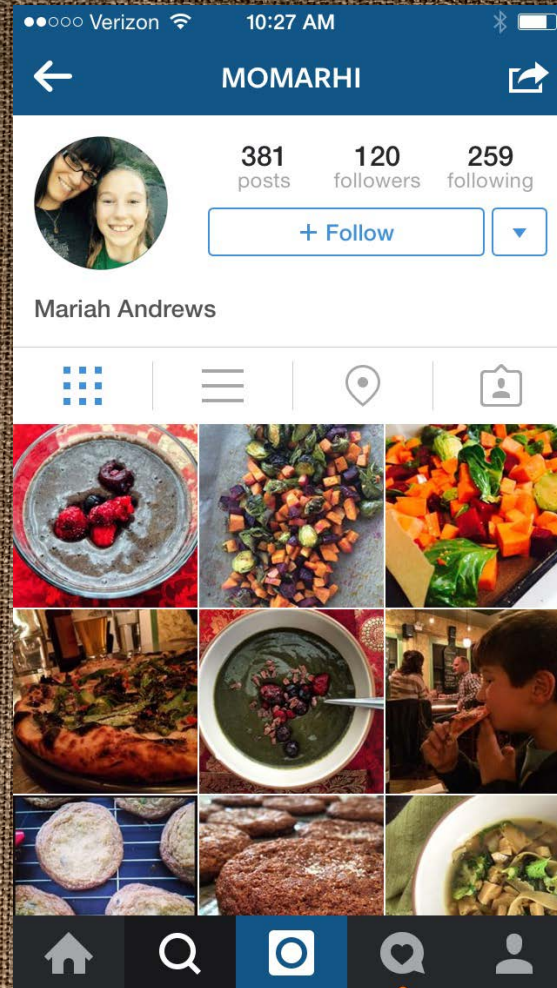
#JugglingAct

- 3 brands
- 18 social platforms
- 5 major brand campaigns
- 7 product launches
- 55,000 monthly engagements
- 1,500+ comments, replies & questions



#GoTeam

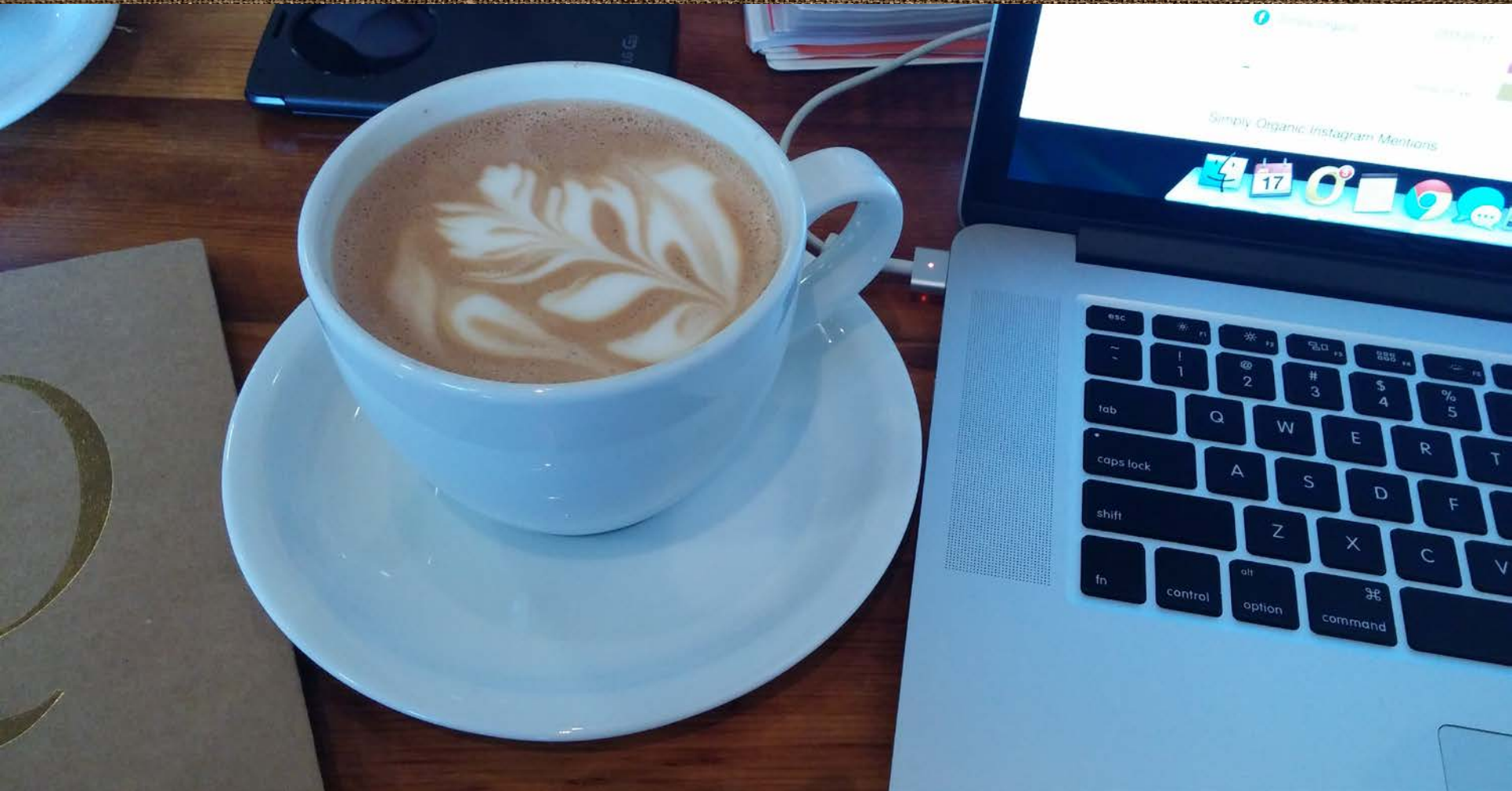
- Planning
- Writing
- Posting
- Engaging
- Responding
- Acquiring
- Listening
- Reporting



SOCIAL MEDIA MANAGEMENT

?

#OrganicCoffee



PROCESS

Prioritize

Plan

Organize

#PickYourPlatforms

Based on

- Business goals
- Target audience
- Reach





Hone. Test. Refine.


#ThinkBigPicture

Integrate:

- Campaigns
- Product launches
- Events

 **Frontier Natural Products Co-op**
Sponsored · 

We fund a food truck that brings nutritious food to kids in the area where our Turmeric is grown.



NOURISHMENT RUNS DEEP

Frontier Co-op Turmeric: Giving Back to the Source
Learn how we're feeding schoolchildren in India.

[STORIES.FRONTIERCOOP.COM](https://stories.frontiercoop.com) | BY FRONTIER CO-OP [Learn More](#)

[Like](#) · [Comment](#) · [Share](#)



Keep it simple.

#ItsADate

Activities	June	July	August
Themes	Summer Skin	Yoga Retreats	Back to School
Promotions	Skincare 101	Retreat Giveaway	Calm in Chaos
Conversation Starters	"Did you know" facts	The prefect retreat would be...	Personal tips & tricks
Products	Skin Care Oils	Chakra Roll-ons	Essential Solutions
Influencers	SHEuncovered	Sienna Creasy & Ksenia	Live Simply

TOOLS

Editorial Calendar

Project Management Software

Social Media Management Software

#PlantOut

- Start high-level
- Schedule 3 months out
- Leave slots open

November 5, 2014

- [Vanilla Tip #1](#) at 6:05pm
- [Blog: Why We...](#) at 8:20pm

November 6, 2014

- [Recipe: Peppery Bacon Cornbread Stuffing \(Thanksgiving\)](#) at 1:20pm
- [Giveaway Reminder](#) at 2pm 1 comment

November 7, 2014

- [Vanilla Tip #2](#) at 4:20am

November 8, 2014

- [Holiday Blogger Post #1 - Chic Site \(Holidays\)](#) at 11:30am 6 comments

November 9, 2014

- [Vanilla Tip #3](#) at 3:05pm 2 comments

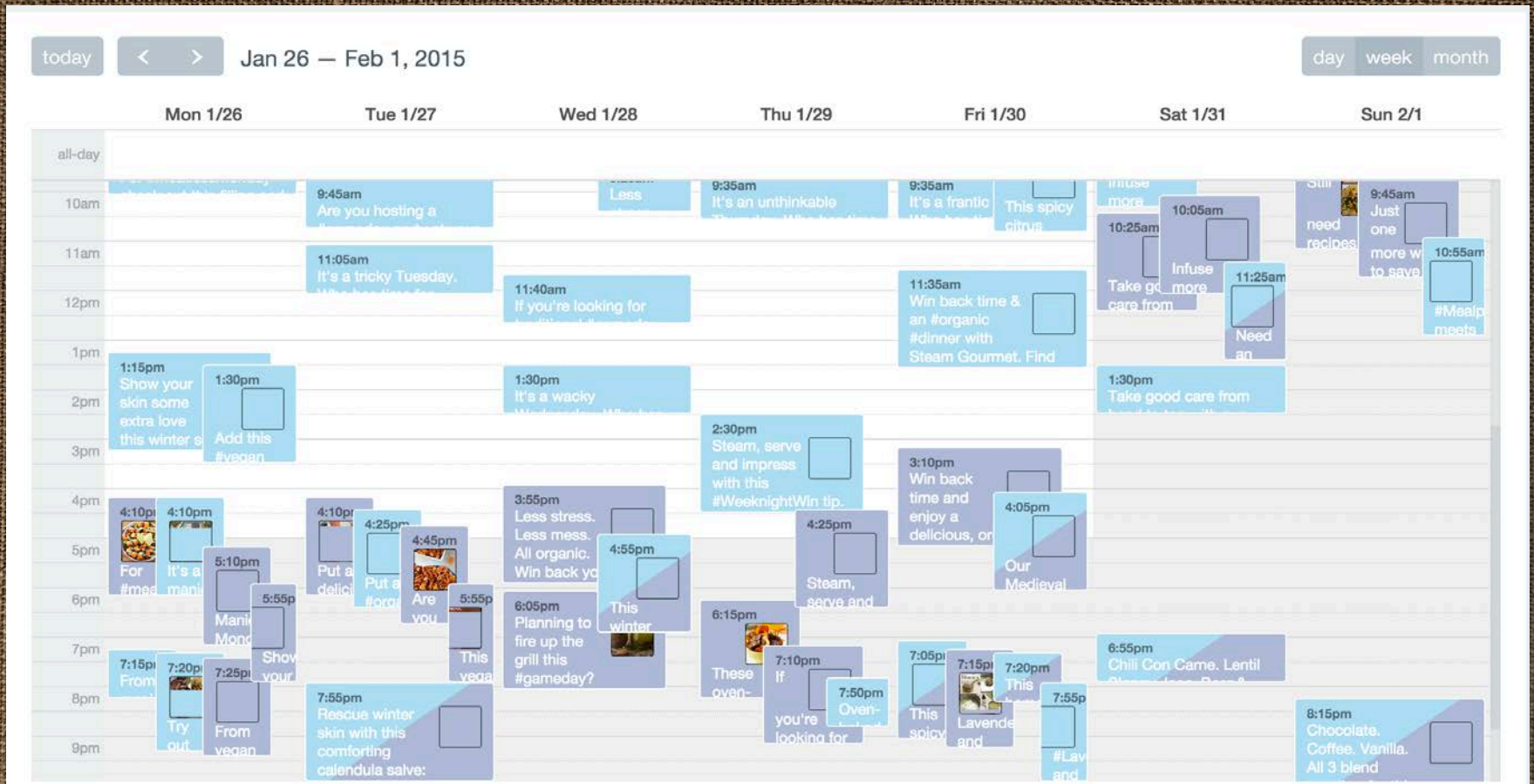
November 10, 2014

- [Deadline: Thanksgiving Pinterest Board Complete](#)
- [Sweeps/Weekly Contest Promo](#) at 9:05am 1 comment
- [Recipe: Sweet potato pie \(Thanksgiving\)](#) at 10:55am 1 comment

November 11, 2014

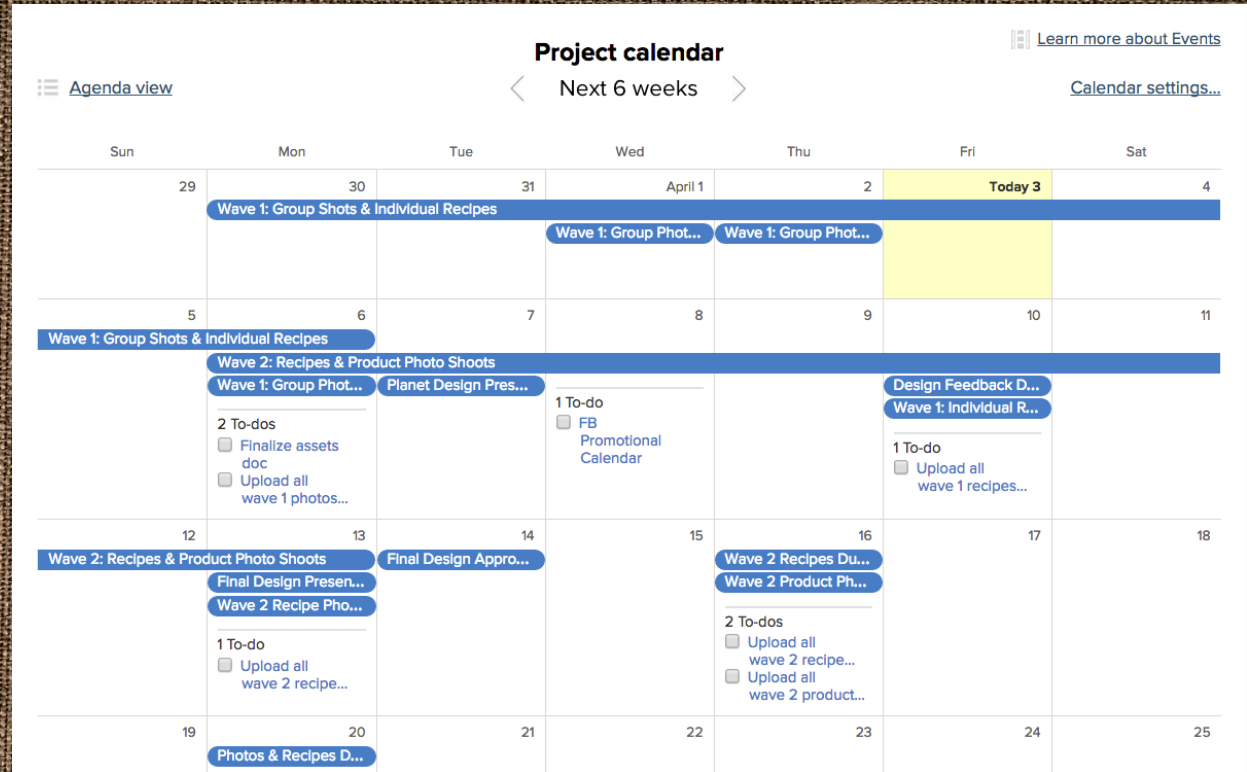
- [Pinterest Promo: An Organic Feast](#) 2 comments
- [Vanilla Tip #4](#) at 2pm 1 comment

#PlotItOut



#Basecamp

- Web-based
- Calendar
- Task management
- Discussion boards
- File sharing
- Collaboration
- Mobile app



#Fileupload



FS-WEB-St.-Pattys-Day-Irish-Spice-Tip-1-Pinterest.jpg

Added by Elizabeth M. on Mar 5 · 351 KB

10 comments

Label...

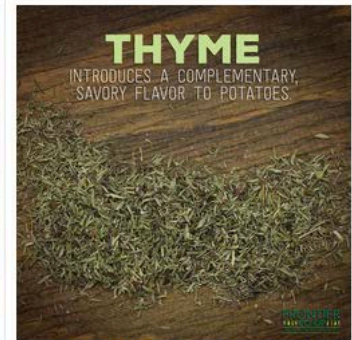


FS-WEB-St.-Pattys-Day-Irish-Spice-Tip-2-Facebook.jpg

Added by Elizabeth M. on Mar 5 · 2 MB

10 comments

Label...



FS-WEB-St.-Pattys-Day-Irish-Spice-Tip-3-Facebook.jpg

Added by Elizabeth M. on Mar 5 · 3 MB

10 comments

Label...



FS-WEB-St.-Pattys-Day-Irish-Spice-Tip-1-Facebook.jpg

Added on Mar 5 by Elizabeth M. 2 MB JPG

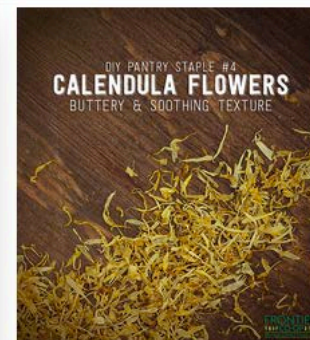
Label...

Download this image

10 comments

View full size

LAVENDER FLOWERS



FS-WEB-Personal-Care-DIY-Pantry-Calendula-Pinterest.jpg

Added by Elizabeth M. on Mar 4 · 398 KB



FS-WEB-Personal-Care-DIY-Pantry-Beeswax-Pinterest.jpg

Added by Elizabeth M. on Mar 4 · 283 KB

#SanitySaver

- Listening tools
- Simple publishing
- Moderation
- Workflow & task management
- Canned Q&A
- Customizable analytics
- Mobile app



#ReactInRealTime

- FAQs
- Community Guidelines
- Internal Policies


The image displays the Engagor social media management dashboard. The main interface is divided into a left sidebar and a central content area. The sidebar includes a navigation menu with options like 'Frontier - Main', 'Inbox', 'Private Messages', 'All Mentions', 'Outbox', 'Tasks', and 'Activity'. The central area shows a Twitter feed with several tweets from 'Frontier Co-op' (@FrontierCoop). One tweet mentions '5 Awesome Alternatives To Coffee' with a link to a website. Another tweet mentions 'The wonderful @breakfastmnl' and a link to a website. A third tweet mentions '5 Awesome Alternatives To Coffee' with a link to a website. A fourth tweet mentions 'Jan Rider' and a comment about 'hoska'. A fifth tweet mentions 'Jan Rider' and a comment about 'hoska'. A sixth tweet mentions 'Jan Rider' and a comment about 'hoska'. A seventh tweet mentions 'Jan Rider' and a comment about 'hoska'. A eighth tweet mentions 'Jan Rider' and a comment about 'hoska'. A ninth tweet mentions 'Jan Rider' and a comment about 'hoska'. A tenth tweet mentions 'Jan Rider' and a comment about 'hoska'. A Facebook comment overlay is visible in the bottom left corner, showing a comment from 'Melanie Gorey' on a post from 'Aura Cacia Aromatherapy'. The comment text is 'Just start with a couple like I did.' and there is a 'Publish Comment' button.

TIMESAVERS

Partnerships
User-Generated Content
Curation

#TeamUp

- Influencers
- Brands
- Trade organizations



third eye not blind
with sienna creasy

third eye not blind
by Sienna Creasy | July 28, 2014

auracacia
8 months ago
Enhance visualization and focus attention on your third eye chakra in half warrior (Ardha Virabhadrasana) as demonstrated by @siennasoulrebel. And make sure to check out her blog post this week at www.auracacia.com/chakras. #chakrajourney #yoga #thirdeye #chakras #yogi #lifeinbalance #warriorpose

lawofattractionspecialist_santehealth_clubwanderlust
and 37 others like this.

jondoe_302
I like this post! follow me I will follow back #followback #141

siennasoulrebel
What a blessing this journey has been

marasaldana
#anjaneysana

Sienna Creasy



Sienna Creasy is a certified Prana Flow Yoga instructor and assistant to Shiva Rea. Her journey of Living Yoga began over a decade ago when she served in Peace Corps Bangladesh and continued in Peace Corps Jamaica. Sienna studied Thai Yoga Therapy in Thailand and Ayurveda in India and incorporates the aspects of balance and ancient philosophy in each of her practices.

#RealPeopleRule



victoria_herrera
2 months ago
Stay Balanced 🙏 #aromatherapy #chakras

egstudioltd, rosita.l.cruz.5, hossein_tabadolkhah and 41 others like this.

colapaclibar_
I wanna get a set too!

auracacia
Great photo @victoria_herrera! And are thrilled to see via your blog post that the #LawOfAttraction helped you out there. We'd love to share this photo with our followers; if that's okay let us know! #LifeInBalance #Chakras #ChakraJourney

victoria_herrera
@auracacia sure!

chakra_hippy
Ahhh!

auracacia
1 month ago
Are you practicing balance today? (Photo via @victoria_herrera) #chakras #lifeinbalance #positivechanges #chakrajourney #essentialoils

natawayangel, hippy_hunny, courtney_larissa and 118 others like this.

laurenzana Joanna
We need these @jeneveper

zenjen_lmt
I need these in my life! 😊

Jeskahoneygram
I have my 1, 3, and 5! I need the rest of them for my collection!!!! Love these

zeeteator
@lyd1221

arvillamoret
love the size and packaging. i must have

yogi_chynna
Oh my. I need these terribly

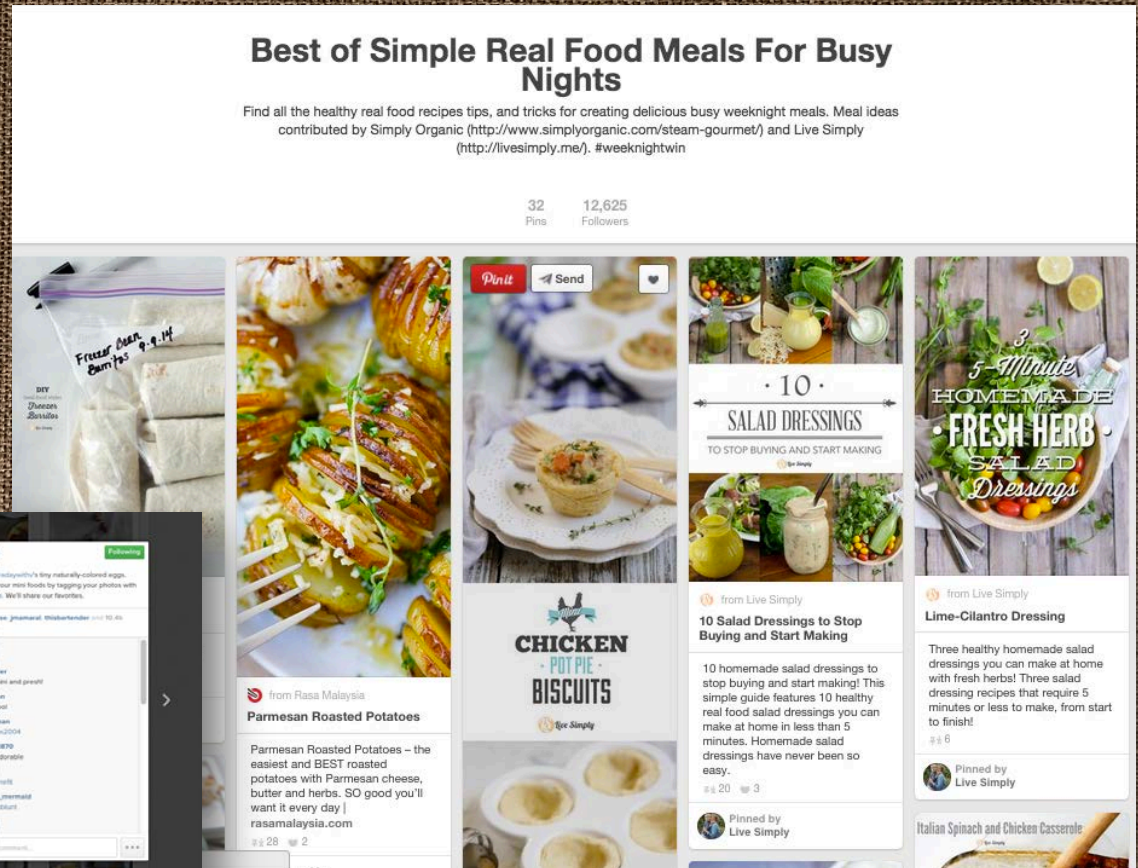
yareli
My favorite!!! 💖

thalac1

Leave a comment...

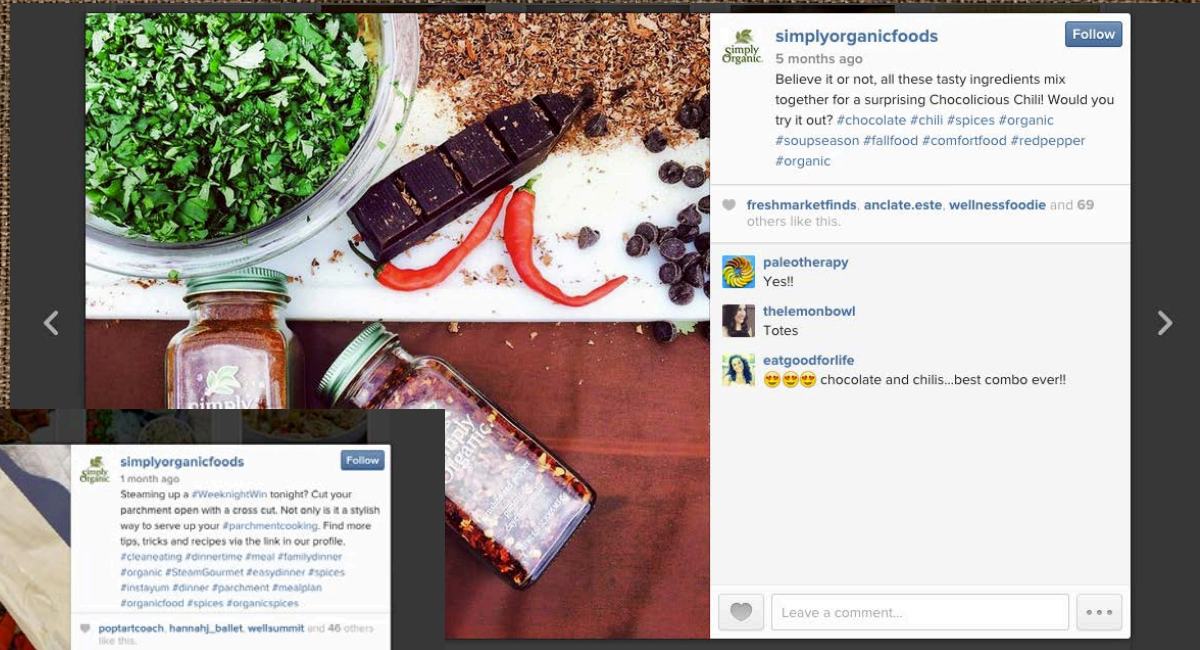
Recognize. Regram. Repost.

- Make it monthly
- Group Pinterest boards
- Listicles (Buzzfeed)
- Hashtags



#KeepItReal

- Use social yourself
- Get creative
- Be authentic



Real is relevant.

RESOURCES & LINKS

www.basecamphq.com

www.engagor.com

www.contentmarketinginstitute.com

www.simplymeasured.com

www.socialmediaexaminer.com

www.copyblogger.com

THANK YOU