



# SOCIAL MEDIA TRACKER

FOR A HANDMADE BUSINESS

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**SOUTHERN CHARM WREATHS®**

# SOCIAL MEDIA TRACKER

## HOW TO USE THIS TRACKER

If you're reading this, you've probably found me on social media. Social media has been a HUGE, if not the ONE, marketing effort that has propelled me from crafter to 7-figure business owner.

Social media is the perfect place to connect your customers and fans to your brand, as well as develop your business model.

We all have a story to share.

We all have talents to share.

We all CAN make a difference in lives.

And it's done with social media.

**So stop worrying about what others will think of you!**

Show up to make a difference, show up to serve, and you'll be amazed at how more followers will want to purchase and support your small business.

If you're struggling with ways to serve your audience and you're ideal customer, join me in our Success Circle: How to Sell Handmade membership group for detailed training and guidance.

Our coaches are ready to help you succeed!

## SOCIAL MEDIA CHECKLIST

Our weekly Social Media checklist will insure you stay on top of your social media postings. If you don't have a social media channel for all of our suggestions, no worries, just use the ones that pertain to your business. We recommend having at least one.

## SOCIAL MEDIA TRACKER

Keep track of your social media followers by writing these down at the beginning of the month. This is important! Daily posting doesn't feel like you're getting traction, but reviewing month-to-month or year-to-year you should see significant growth!

## CANVA TEMPLATES

Etsy Graphics and Engagement Post ideas to help you get started. We've also included Canva templates to help get the conversation started when posting on your social media platforms (Facebook, Instagram, etc.). Engagement is needed to help build a community around your brand and keep people coming back to your page and your posts seen.

# SOCIAL MEDIA TRACKER

## END-OF-MONTH COMPARISON

INSTAGRAM				
	FOLLOWERS END OF MONTH	GROWTH CURRENT MONTH - PRIOR MONTH	ENGAGEMENT RATE/VIEWS	ACCOUNTS REACHED END OF MONTH
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				
TOTAL				

### SOCIAL MEDIA TIPS

- ★ Serve first, Sell second.
- ★ Build a community around your brand.
- ★ Be consistent.
- ★ Make the focus on the viewer, not you. (*You NOT I.*)
- ★ *It's not a task, but an opportunity.*
- ★ For 2024, the majority of your posts should include Short Video content.

FACEBOOK					FACEBOOK GROUP		
	FOLLOWERS END OF MONTH	REACH END OF MONTH	VISITS END OF MONTH	GROWTH CURRENT MONTH - PRIOR MONTH	MEMBERS END OF MONTH	ACTIVE MEMBERS	ENGAGEMENT POSTS, COMMENTS, REACTIONS
JANUARY							
FEBRUARY							
MARCH							
APRIL							
MAY							
JUNE							
JULY							
AUGUST							
SEPTEMBER							
OCTOBER							
NOVEMBER							
DECEMBER							
TOTAL							

# SOCIAL MEDIA TRACKER

## END-OF-MONTH COMPARISON

	PINTEREST					WEB/EMAIL/TEXT		
	FOLLOWERS	VIEWS	IMPRESSIONS	ENGAGED AUDIENCE	TOTAL AUDIENCE	WEB SESSIONS	EMAIL SUBSCRIBERS	TEXT SUBSCRIBERS
JANUARY								
FEBRUARY								
MARCH								
APRIL								
MAY								
JUNE								
JULY								
AUGUST								
SEPTEMBER								
OCTOBER								
NOVEMBER								
DECEMBER								
TOTAL								

	TIKTOK			YOUTUBE		
	FOLLOWERS END OF MONTH	VIDEO VIEWS END OF MONTH	TOTAL SHARES END OF MONTH	SUBSCRIBERS END OF MONTH	TOTAL VIEWS END OF MONTH	WATCH TIME CURRENT MONTH
JANUARY						
FEBRUARY						
MARCH						
APRIL						
MAY						
JUNE						
JULY						
AUGUST						
SEPTEMBER						
OCTOBER						
NOVEMBER						
DECEMBER						
TOTAL						

# SHORT VIDEO CHALLENGE

Short Videos are what's working on ALL Social Media.

(Pinterest = Pins Facebook & Instagram = Reels YouTube = Shorts TikTok = Toks)

Complete 2 Short Videos per week on Platform of Choice

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
<b>ENGAGE</b> <b>ENGAGE</b> is about <b>ACTION</b> . Getting your audience to take action by sharing, commenting, messaging.  <b>IDEAS:</b> <ul style="list-style-type: none"><li>• Use a trending sound with a CTA to follow.</li><li>• Ask viewers to choose next color theme or design.</li><li>• Where would they put your product in their home?</li><li>• Create an inspiring voice over with product photo to get others to use on their Etsy Shops.</li></ul> <b>TASK COMPLETED</b> <input type="checkbox"/> <input type="checkbox"/>	<b>SIZZLE</b> <b>SIZZLE</b> is about selling.  <b>IDEAS:</b> <ul style="list-style-type: none"><li>• Fast video making with voice over and finished product at end.</li><li>• Flash sale some of your items.</li><li>• Show hints of designs coming.</li><li>• Etsy Shop tour.</li><li>• What are your top 3-5 things that are under \$50 or under \$100</li></ul> <b>TASK COMPLETED</b> <input type="checkbox"/> <input type="checkbox"/>	<b>CONNECT</b> <b>CONNECT</b> is about <b>SHARING</b> more about you and the connection to your brand.  <b>IDEAS:</b> <ul style="list-style-type: none"><li>• Tour of work area</li><li>• Share your story.</li><li>• What being a [niche] means to me.</li><li>• 3 Ways you manage the 9-5 Hustle &amp; Family</li><li>• Introduce your team.</li></ul> <b>TASK COMPLETED</b> <input type="checkbox"/> <input type="checkbox"/>	<b>SIZZLE</b> <b>SIZZLE</b> is about selling.  <b>IDEAS:</b> <ul style="list-style-type: none"><li>• Packaging to ship product.</li><li>• How to care for items after purchase.</li><li>• Using your item after purchase.</li><li>• Review gift ideas for the [niche] lovers in your life.</li><li>• Here's a quick way to get X% off our Etsy shop.</li></ul> <b>TASK COMPLETED</b> <input type="checkbox"/> <input type="checkbox"/>	<b>AUTHORITY</b> <b>AUTHORITY</b> is about showing you are an <b>EXPERT</b> .  <b>IDEAS:</b> <ul style="list-style-type: none"><li>• Top seasonal trends for your niche</li><li>• Why you do something specific in your designs</li><li>• What to do if [fill in the blank] happens.</li><li>• Video you making something you can do easily others find hard.</li><li>• Share a tip your viewers always ask you about.</li></ul> <b>TASK COMPLETED</b> <input type="checkbox"/> <input type="checkbox"/>

[CLICK HERE](#) for more short video ideas.

# SOCIAL MEDIA POST SCHEDULE

MONTH: \_\_\_\_\_

DAY	FACEBOOK POSTS 1/DAY	INSTAGRAM POSTS 1/DAY	PINTEREST PINS 3/DAY	TIKTOK 1/DAY	WEEK	BLOG POST 1/WEEK	PINTEREST IDEA PINS 2/WEEK	EMAIL CAMPAIGN 1/WEEK	LIVE STREAM 1/WEEK	YOUTUBE VIDEO 1/WEEK
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	1	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	2	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	3	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	4	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	5	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<p>These are the recommended daily and weekly <u>minimums</u> for Social Media Engagement Posts, Email Campaigns, Live Streams, and Blog Posts.</p> <p>However posting more frequently could improve engagement on a platform.</p> <p>Use the Engagement Post Templates for each month found in this tracker for post ideas and inspiration.</p> <p><b>DAILY POSTS SHOULD DO ONE OF THE FOLLOWING:</b></p> <p><b>ENGAGE:</b> Engage is about <b>action</b>. Get your audience to take action by sharing, commenting, messaging.</p> <p><b>SIZZLE:</b> Sizzle is about <b>selling</b>.</p> <p><b>CONNECT:</b> Connect is about <b>sharing</b> more about you, and the connection between your audience and your brand.</p> <p><b>AUTHORITY:</b> Authority is about showing you are an <b>expert</b>.</p>					
7	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
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26	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
27	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
28	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
29	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
30	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						
31	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>						

# SHORT VIDEOS

## WAYS TO REPURPOSE YOUR SHORT VIDEOS



# SHORT VIDEO CHECKLIST

## REPURPOSE YOUR SHORT VIDEOS

[illegible]



# CUSTOM TEMPLATES

CANVA TEMPLATES FOR MARKETING

ETSY COVER PHOTO  
TEMPLATE



ETSY SALES  
TEMPLATE



CANVA PINTEREST PIN  
TEMPLATE



ETSY RESERVED LISTING  
TEMPLATE



JANUARY  
ENGAGEMENT  
POSTS TEMPLATE



FEBRUARY  
ENGAGEMENT  
POSTS TEMPLATE



MARCH  
ENGAGEMENT  
POSTS TEMPLATE



APRIL  
ENGAGEMENT  
POSTS TEMPLATE



MAY  
ENGAGEMENT  
POSTS TEMPLATE



JUNE  
ENGAGEMENT  
POSTS TEMPLATE



JULY  
ENGAGEMENT  
POSTS TEMPLATE



AUGUST  
ENGAGEMENT  
POSTS TEMPLATE



SEPTEMBER  
ENGAGEMENT POSTS  
TEMPLATE



OCTOBER  
ENGAGEMENT POSTS  
TEMPLATE



NOVEMBER  
ENGAGEMENT POSTS  
TEMPLATE



DECEMBER  
ENGAGEMENT POSTS  
TEMPLATE



# CLOSING REMARKS

In closing, I've used this exact system to help keep me organized and engaged with my followers. While this is a small taste of what you can be doing with your platforms, it's meant to help get you started. There are many ways to monetize and have your social media become a revenue generator for your business and family by just showing up and being you.

It's a magical and amazing time we are living in -- literally opportunity for all! Sky is the limit!

And finally, an invitation to continue this journey with us: join our business membership group, where you'll find support, resources, and a community of like-minded individuals all striving to scale up their success. Together, we can achieve more, create more, and break through barriers that once seemed insurmountable. Let's keep the momentum going and turn your dreams into your reality.

*Julie Siomacco*

**Designer & Business Mindset Coach**

JOIN US AT  
[HOWTOSELLHANDMADE.COM](https://howtosellhandmade.com)

“THE ANSWERS LIE INSIDE YOU. ALL YOU NEED TO DO IS LOOK,  
LISTEN, AND TRUST!”

