

Storykit\_

# Steal our social media plan for 2025

From Concepts to Calendar with  
Mattison Hofstedt, Content  
Manager at Storykit

# Want to change the way you work with video? Forever.

**That sounds dramatic, we know.** But when you start automating your video creation with Storykit, that's exactly what will happen. Our customers make, on average, 200% more video with 95% less budget.

And yes, you need to create more video.

To stand out. To create trust. To get your messages heard. To engage your audience. To generate leads. To reach your goals.

It all boils down to this: in a world overloaded with information, the only way to win is to publish more, and preferably video.

So. Let's do it. Let's Storykit it.

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# 2025 content planning made easy

**It's that time of year again**—when we all start scrambling for ideas and templates to piece together our social media plan for the new year. Trust me, I've been there too.

The endless Googling, the overcomplicated strategies... it can get overwhelming fast.

**That's why I'm here to make it easy for you.**

I'm giving you our social media plan for 2025—complete with all the resources and tips to help you nail it without the stress.

**Ready to steal it?**

*Keep reading to learn:*

- Why consistency and volume are the key to social media success in 2025
- What to post and what to track
- How to plan your social media posts in advance in 4 steps

Best

by [/Mattie](#), Content Manager at Storykit



# The key to social media success in 2025: Embrace consistency and volume

To elevate your social media presence in 2025, the formula is clear: consistent and frequent posting is essential for boosting followers, increasing impressions, and generating leads.

*“If there’s one piece of advice I can give, without a doubt, to any company aiming to boost their success on social, it’s this: Publish more.”*

This is a quote from Peder Bonnier, CEO at Storykit, and it’s not just something he says because he has seen what works for

thousands of our customers. It’s also a fact: No one is able to succeed on social by posting every now and then. Quite the opposite – all really successful social media accounts, across platforms and industries, post consistently, and a lot.

I mean, look at these numbers:



1-2 posts per day →  
**19% more engagement**



3-5 posts per day →  
**43% more impressions**



Going from 3 to 10  
weekly posts →  
**48% growth in reach**



One post per day →  
**2x engagement vs.**  
weekly posts

*Sources: Social Media Dashboard, Simplifying Marketing, Missingletr, Buffer*



# Successful brands post *a lot*

We've established that posting more often is crucial—but is there such a thing as too much? The answer: No!

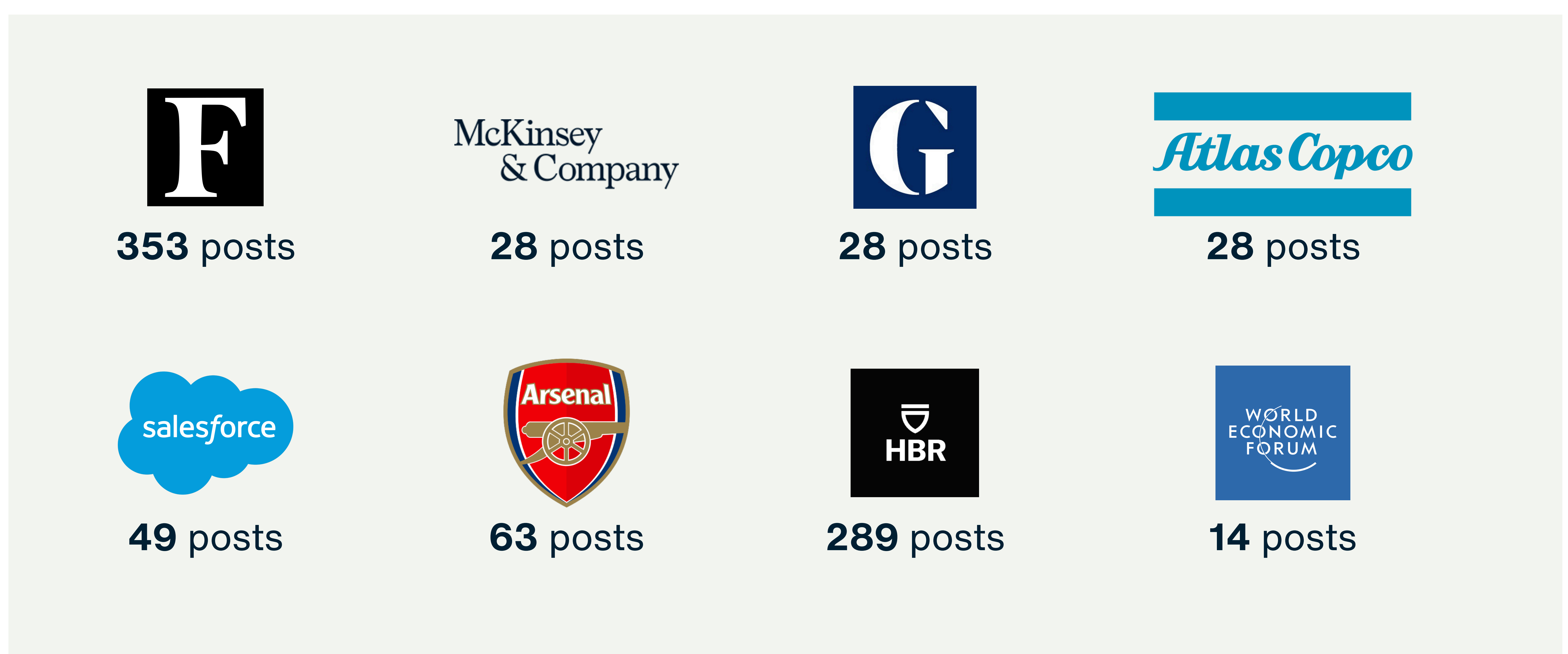
To illustrate this, we analyzed how frequently some major players post on one feed from one account in a single week, and this is what we found:

- **Forbes:** 353 posts (in A SINGLE DAY)
- **McKinsey & Company:** 28 posts
- **The Guardian:** 28 posts
- **Atlas Copco:** 28 posts
- **Salesforce:** 49 posts
- **Arsenal:** 63 posts

- **Harvard Business Review:** 289 posts
- **World Economic Forum:** 14 posts

Now, ask yourself: *how much do I post every week, and am I even remotely close to 28 posts a week?*

Probably not. And we're not showing you this to stress you out (we're not remotely close to posting 28 times a week either, let alone 353 times on one day), but to show you that you never have to be afraid of publishing "too much".





# Don't let these excuses hold you back

If Forbes can post **353 times** in just one day, there's no reason you can't step up your game too. Yet, many marketers fall into the trap of a few common excuses. Don't let these hold you back:

## 1. "I don't want to over-post"

*"Won't I annoy people?"* Actually, no. The only reason people use social media is to consume content. By posting consistently, you're providing what they want. Plus, consistent posting keeps your brand top of mind.

Consider this: It takes 894 LinkedIn impressions to generate a single website visit. Posting less won't help you reach that level of visibility. The more you post, the better your chances of connecting with your audience.

Also: this is one of those rare times when you should trust the algorithm. If people don't want to see your content, and don't engage with it, they will see less of it.

## 2. "I don't want to be repetitive"

*"Won't they get bored if I post the same messages?"* Not at all. If your content is valuable, people will engage. If it's not their cup of tea, they'll just scroll past. And most of the time your followers don't even see every post you make.

Remember: Repetition is actually a strength. The rule of 7 (which should be more like 73 these days) suggests that a potential customer needs to encounter a brand's marketing messages at least seven times before making a purchase decision. Reinforcing your key messages through repetition is how you create impact and build recall.

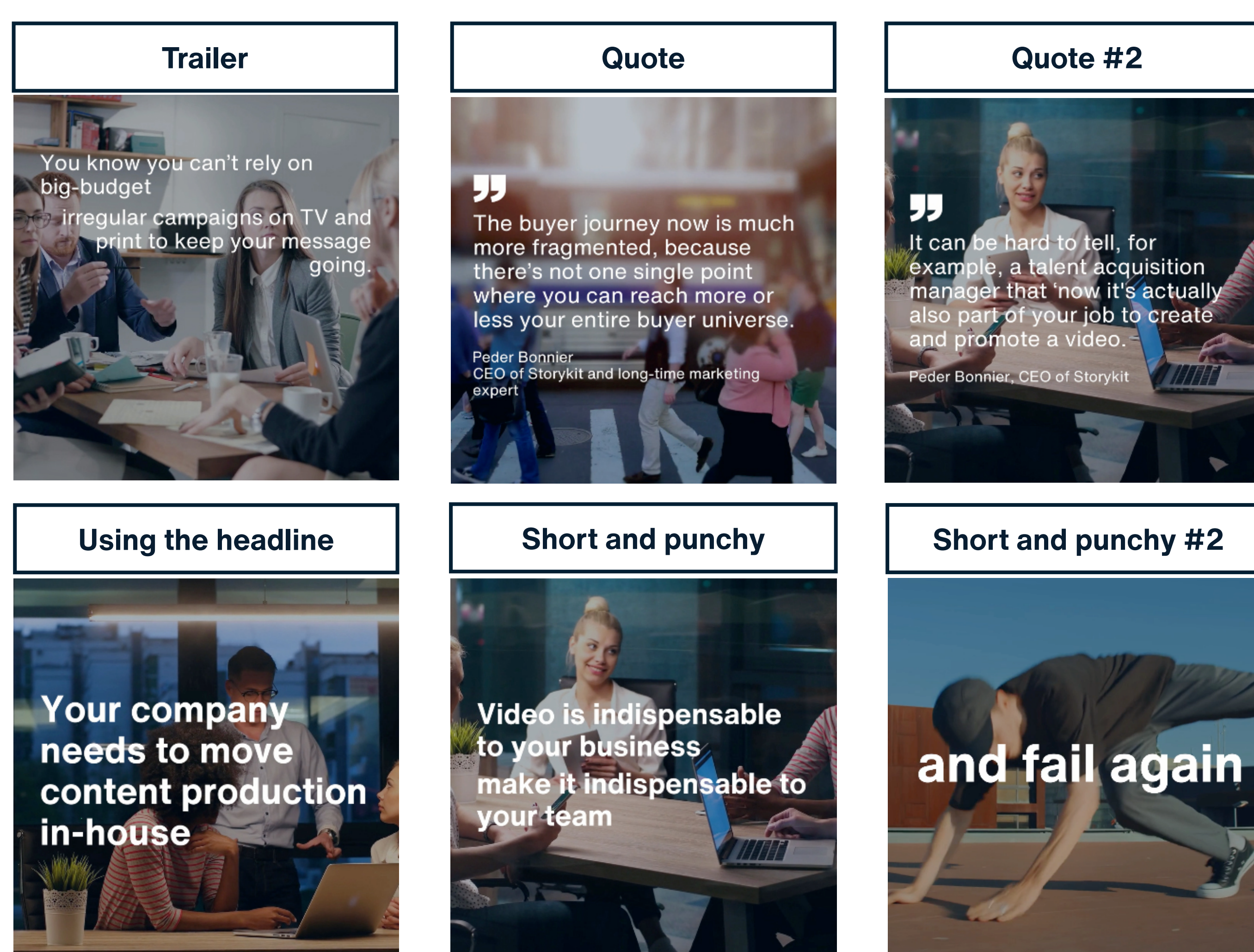
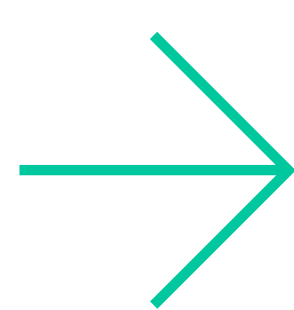
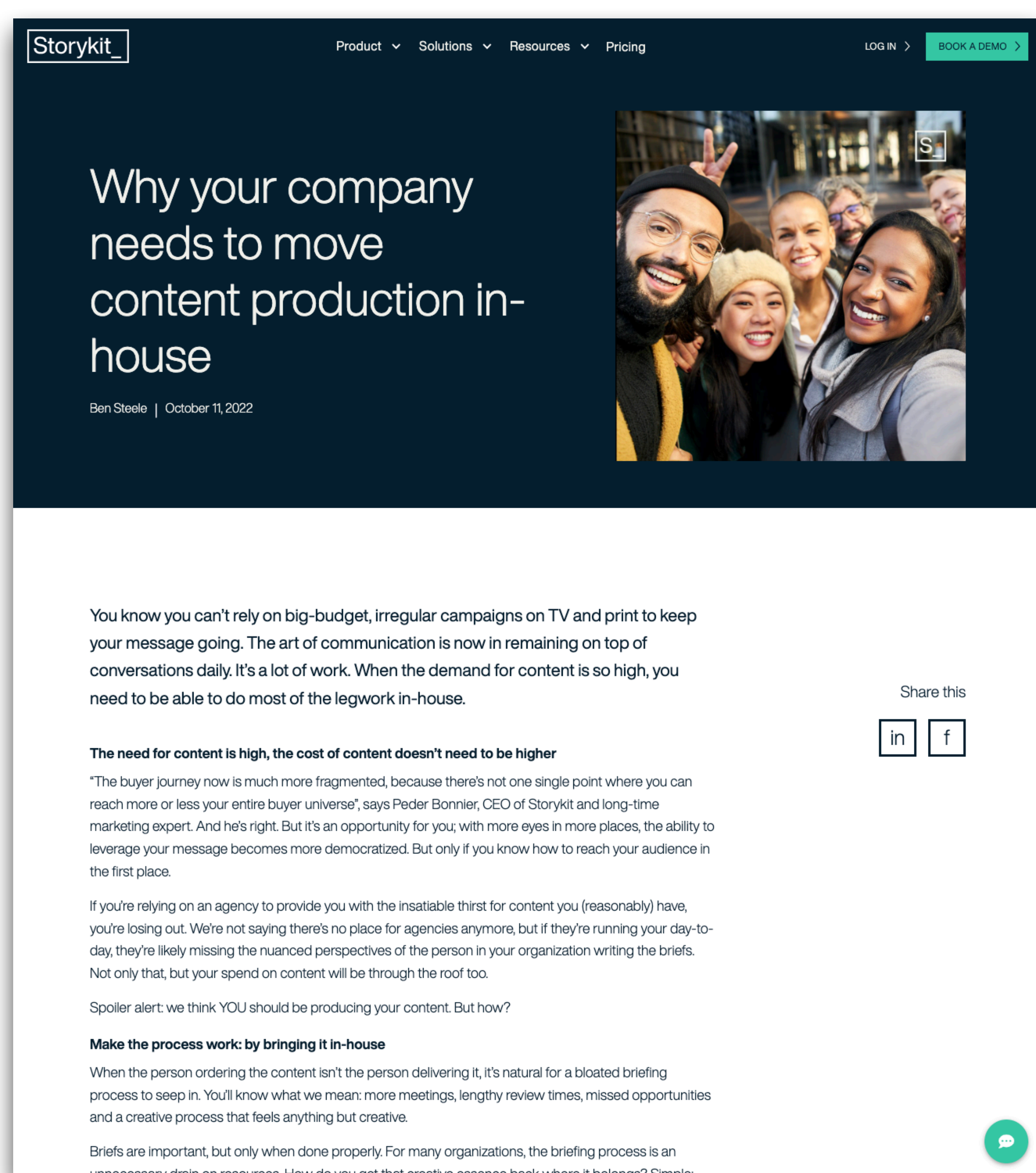


### 3. “I don’t know what to post”

“I’m out of ideas!” You don’t need to reinvent the wheel every time. You already have content goldmines—blog posts, newsletters, case studies, reports, videos. The key is to repurpose and redistribute the key messages within these content pieces strategically.

Fun fact: 29% of video marketers say their biggest challenge is a lack of content ideas. The truth? You don’t need new ideas, just better ways to reuse what you already have. Most of your audience hasn’t seen all your content, doesn’t remember it, or would benefit from seeing it again.

## Turn one article into loads of videos:





*“If there’s one piece of advice I can give, without a doubt, to any company aiming to boost their success on social, it’s this: **Publish more.**”*

Peder Bonnier, CEO and founder of Storykit

# Steal our social media plan for 2025

Now that we've covered what's important in a social presence, let's break down how to get it done.

A few things to keep in mind:

- **This strategy is for our organic reach:** For paid social, we focus on full-funnel and lead-generation campaigns, which you can [read more about here](#).
- **Our primary channel is LinkedIn:** This plan is designed with our company LinkedIn account in mind but can easily be adapted to any platform where your audience is active.
- **We use Slack to boost reach:** We share our company posts on Slack, making it easy for colleagues to engage with and amplify them. This helps increase visibility and engagement.
- **We encourage colleagues to share on their individual profiles:** Posts shared through [personal LinkedIn profiles](#) get [2.75x more impressions](#) and [5x more engagement](#) than those on company pages, according to a study by Refine Labs. Sharing on personal profiles is a simple and powerful way to maximize reach.
- **We primarily post videos:** Videos drive significantly higher engagement than static posts, performing [5x better on LinkedIn](#) and even more on other platforms. They also help convey messages more effectively, with [95% retention](#) compared to just 10% through text.

Ready? Let's hop straight into planning!



# Setting the framework

Before you start digging into themes and subjects, you need to give yourself some guardrails. Being able to do “anything” can sound fun, but will become overwhelming and hard to track. Start by asking yourself these questions:

## 1. How often will we post?

At Storykit, our goal is to post **at least once daily** on our company LinkedIn account, but often it ends up being more—we’ve got lots to share!

## 2. What will we post?

Our posting strategy is mainly based on our website content and has three core elements:

### ***Repurposing past content into video***

Repurposing is our secret weapon. We transform blogs, case studies, ebooks, and other existing materials into fresh, bite-sized text-based video content.

With this approach, we eliminate the excuse of having nothing to post because we already have a goldmine of under-utilized, high-quality content ready to shine.

[→ Repurposing content for social media: 22 text-to-video examples to inspire you](#)





## Distributing new content through video

When we create fresh content—like weekly newsletters, blog posts, case studies, or [webinars](#)—we go all out to make it consumable through video.

- **Formats we love:** trailers, [listicles](#), quotes, stats, [talking-head videos](#), and more.
- **The goal:** Get as many eyes on our new content as possible while making it easy for our audience to engage.

→ [Why posting once isn't enough: The rules of successful content distribution](#)

## Employer branding content (mainly in video form 🤗)

We're proud of our culture, and we love to showcase it. From videos highlighting

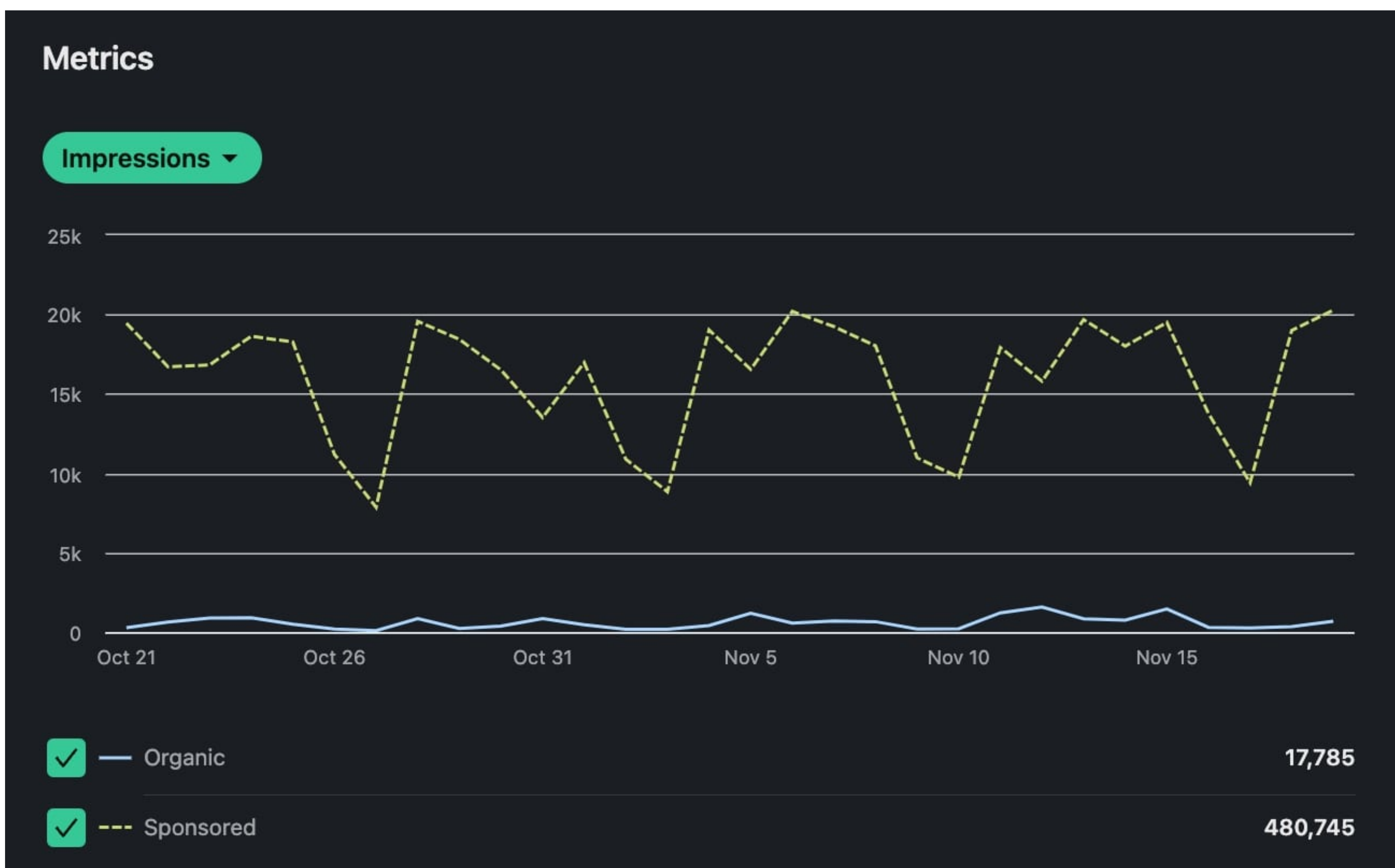
company events and employee spotlights to fun memes, we make space for content that shows off our workplace and team spirit. It's also great for recruitment and employee advocacy.

→ [Discover the 90-10 rule for social media success:](#) Utilize 90% repurposed content & 10% fresh material.

## 3. What will we track?

Our main focus is tracking impressions. Our goal is to grow brand awareness and maintain daily visibility, which we measure through the total weekly impressions of all posts.

While we also track engagement, we understand that a post doesn't need a ton of comments or likes to be impactful—sometimes, it resonates with someone in ways that aren't immediately visible.



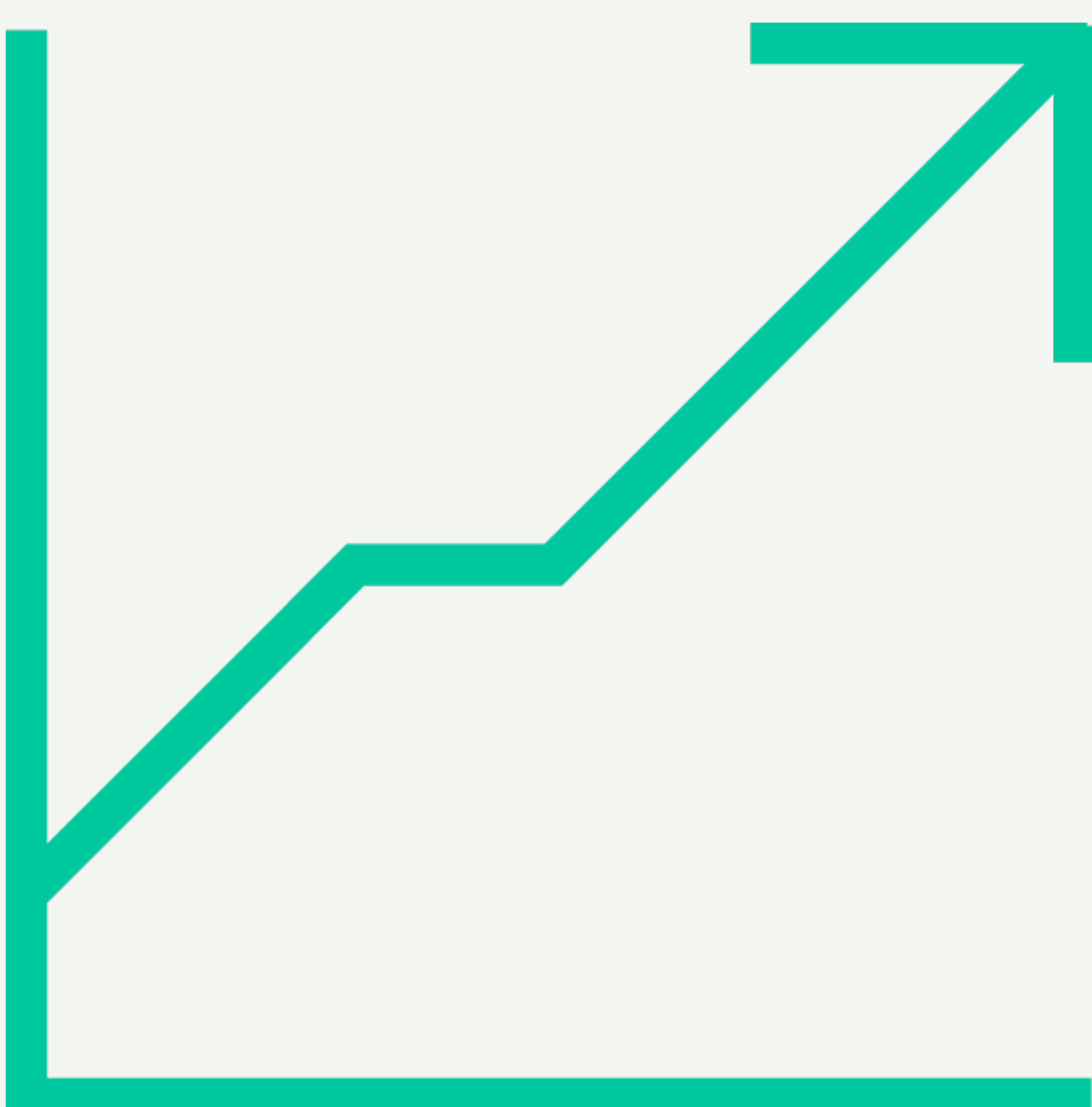
LinkedIn metrics dashboard



# Why it works

Here's why our strategy delivers results:

- **Video drives engagement:** Videos generate 5x more engagement on LinkedIn, ensuring our message reaches and resonates with the right audience.
- **Repurposing saves time and ensures consistency:** Transforming existing content into videos allows us to stay efficient while maintaining a steady and reliable posting schedule.
- **Employee amplification is powerful:** Encouraging colleagues to share content expands our reach exponentially, leveraging personal networks for greater impact.





# Plan your social media posts in advance with these 4 steps

Now that you understand the foundation of our strategy, it's time to put it into action. Here's our simple yet powerful **4-step framework** to help you plan, create, and execute your social media posts like a pro.

## 1. Gather and centralize your existing content

Start by organizing all your existing content in one place. This could include:

- Blog posts, case studies, ebooks, infographics, videos, webinars, and more.

Centralizing your resources ensures everything is easily accessible when you need it. For example, at Storykit, the content team maintains this document, helping the social media team quickly locate materials for distribution or repurposing.

Use a structured template, you can find the one we use here:

[Content tracking template >](#)

Content Library					
Date Published	Title	Content Type (Blog, case study, etc.)	Link to Content	Month Distributed	Month Redistributed
Thursday, October 14, 2021	5 reasons why video is unbeatable for storytelling	Blog	<a href="https://storykit.io/blog/video-s">https://storykit.io/blog/video-s</a>	November 2023	
Monday, December 19, 2022	23 facts about video you need to know in 2023	Blog	<a href="https://storykit.io/blog/facts-about-video-marketing">https://storykit.io/blog/facts-about-video-marketing</a>	January 2023	April 2023
Monday, August 8, 2022	They are saving over 1,2 million EUR per year by using Storykit	Case study	<a href="https://storykit.io/cases/mario-n-jester-bks-bank">https://storykit.io/cases/mario-n-jester-bks-bank</a>	January 2023	



January Distribution Calendar				
Posting Schedule	Post <small>(Copy from cell E)</small>	Goal <small>(Copy from cell F)</small>	Repurposed Assets <small>(Copy from cell G)</small>	Notes <small>(Platforms posted on, etc.)</small>
Monday, January 1, 2024				
Tuesday, January 2, 2024				
Wednesday, January 3, 2024				
Thursday, January 4, 2024				
Friday, January 5, 2024	Video - promotion of whole article	Educate in feed	<a href="https://user.skcdn.io/renderers/6527f9ba7f6b2">https://user.skcdn.io/renderers/6527f9ba7f6b2</a>	
Saturday, January 6, 2024				
Sunday, January 7, 2024				
Monday, January 8, 2024				
Tuesday, January 9, 2024	Video - using the headline	Drive traffic	<a href="https://user.skcdn.io/renderers/64749e5c9aa96">https://user.skcdn.io/renderers/64749e5c9aa96</a>	
Wednesday, January 10, 2024				

## 2. Prepare your content calendar

A content calendar ensures you always have something to post while leaving room for spontaneity.

Here's how to get started:

- **Repurpose existing content:** Add older materials, like blog posts or case studies, that you plan to reuse.
- **Plan for new content:** If your organization works ahead, include upcoming reports, campaigns, or events (e.g., a February product launch or an April conference).

- **Be spontaneous:** Allow flexibility to react to trends, breaking news, or moments of inspiration. If new content arises, simply slot it into your calendar.

How to distribute new content:

- **Day 1:** Share on its release day.
- **Day 2:** Post again for those who missed it.
- **One week later:** Repost with a new angle or format (e.g., "In case you missed it").

Use a template like this to make scheduling easy:

[2025 social media distribution calendar >](#)



### 3. Start transforming the content that you planned into videos

This is where the fun begins. Create videos in advance for scheduled content:

- Review the content in your content calendar and identify pieces that can be transformed into videos (hint: almost everything!).
- Use Storykit to turn your written content into multiple videos for distribution on different days.
- Save the video links in your planning document to stay organized and make posting seamless.

#### How to repurpose one piece of content into multiple videos:

- **Break it down into smaller segments:** Take a longer piece of content (e.g., a blog post or case study) and create short videos such as:
  - **Trailers:** A quick teaser summarizing the key points.
  - **Listicles:** Highlight a numbered list of takeaways.
  - **Summaries:** Provide an overview in a concise video format.
  - **Quotes:** Turn compelling quotes into visually appealing clips.
  - **Explainers:** Dive into one specific section or idea.

- **Vary visuals:** Reuse the same content but change elements like background visuals, slides, or titles to give it a fresh feel.

Don't hesitate to post the same content multiple times—scheduling it once doesn't mean it's done. For example, add it to your distribution document for February, then schedule it again for March to maximize its reach.

### 4. Track your distributed content

Keep a record of what you've shared and when. Use a tracking document to:

- Monitor outputs
- Identify gaps in your strategy

*Note: If this is overwhelming to you then skip this! The most important part is that you are distributing as much as possible.*



# How to efficiently plan a month of social content:

- **Start with 4 key pieces:** Choose four main pieces of content (e.g., ebook, blog post, report, case study).
- **Break down each piece:** Turn each of these into five smaller posts. This could be quotes, key takeaways, images, or short clips (Examples in the next section).
- **Monthly content ready:** Using this strategy, you'll have a full month of diverse social media posts ready to go.

## Additional tips:

- **Re-distribute previous content:** Don't be afraid to reuse the previous month's content the next month for new followers or as reminders.
- **Add variety:** Mix in different types of posts like employer spotlights, industry news, or recruitment ads for a dynamic content feed.

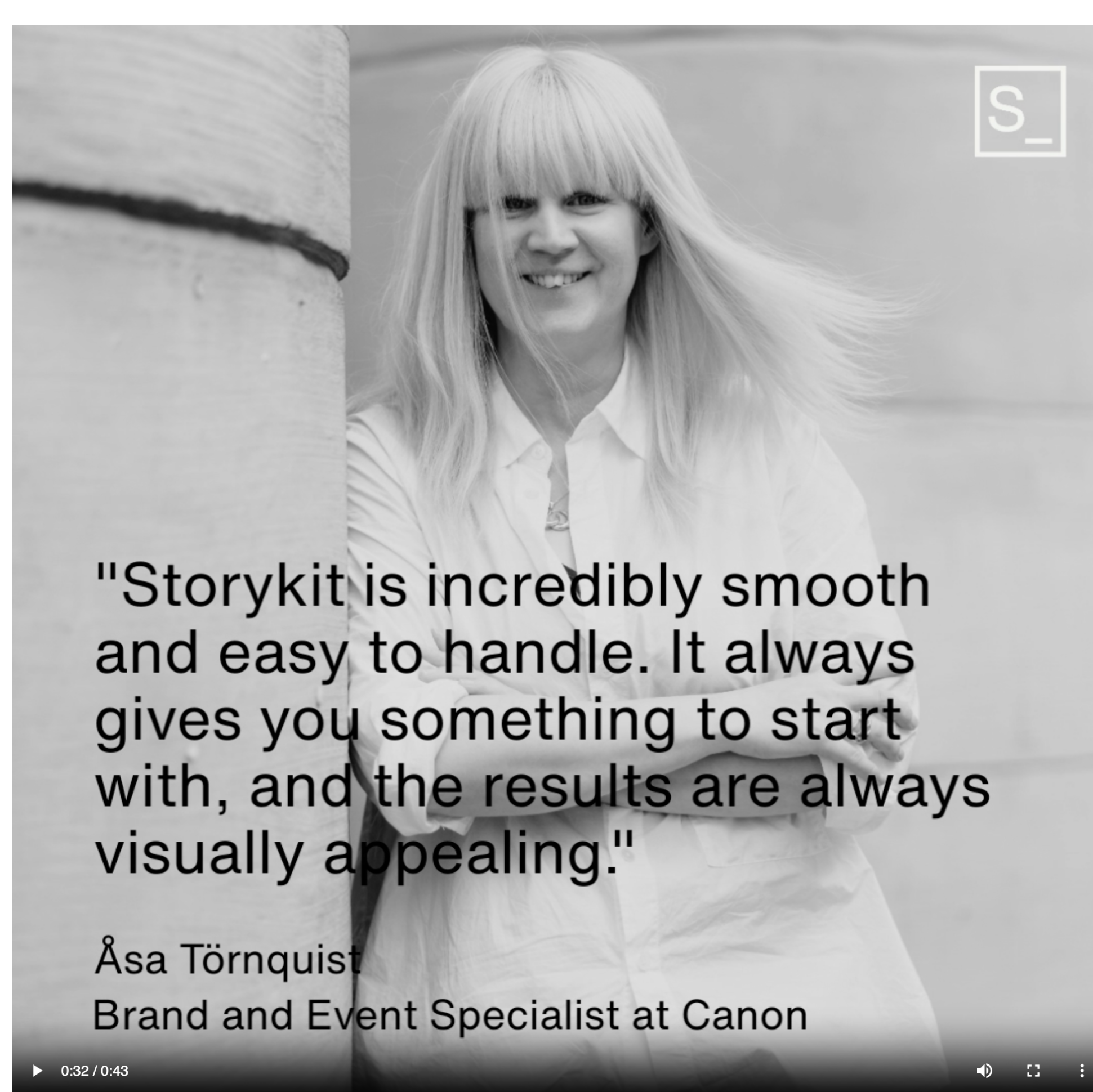


# Examples of the types of content we post on social media

We've mentioned some of the kinds of videos we post—here are a few specific examples.

## 1. Case study promotion

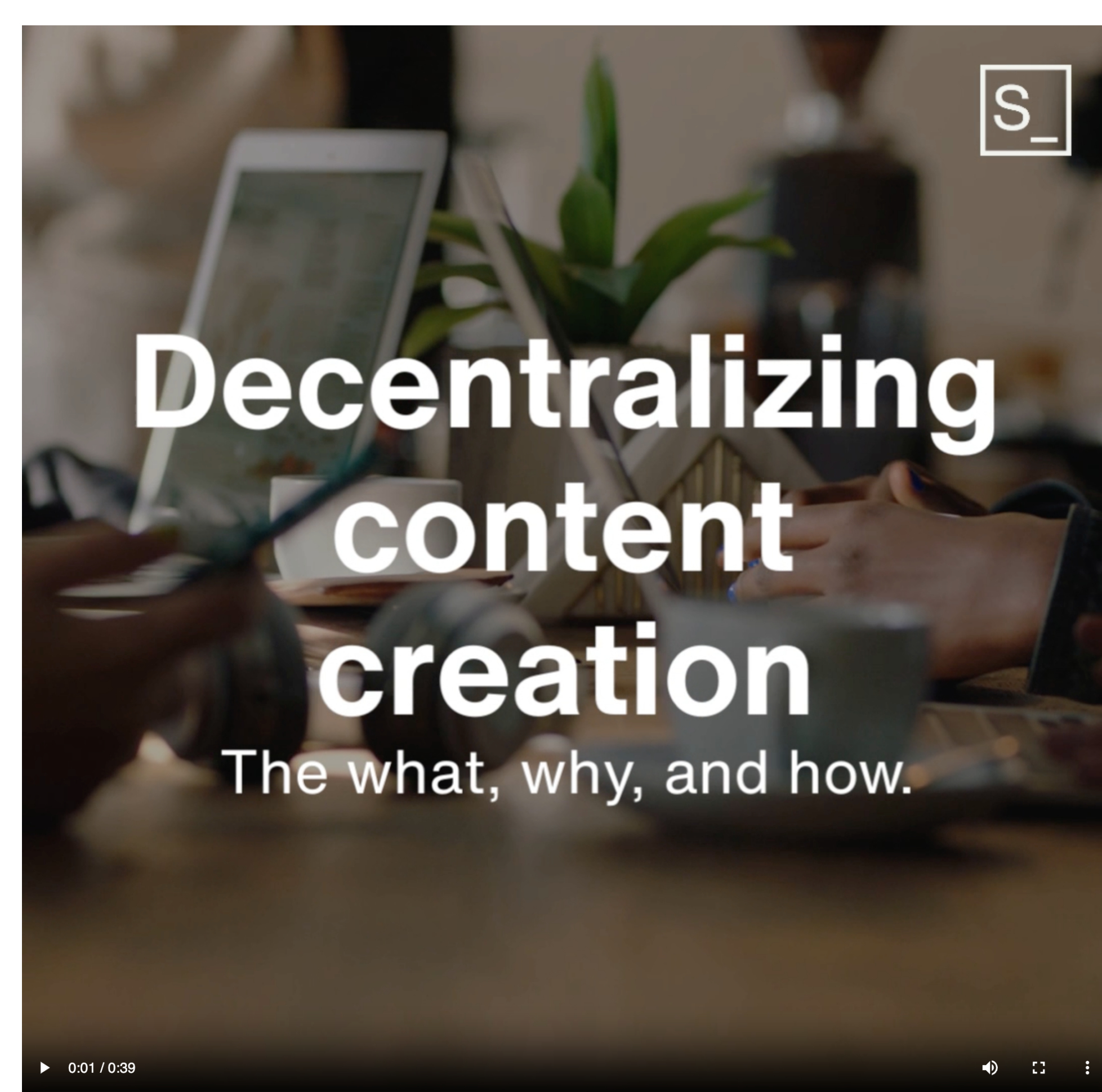
Showcasing real-world success stories to demonstrate the impact of our solutions.



[Watch the video >](#)

## 2. Blog post promotion

Sharing valuable insights and resources from our blog to drive engagement and traffic.

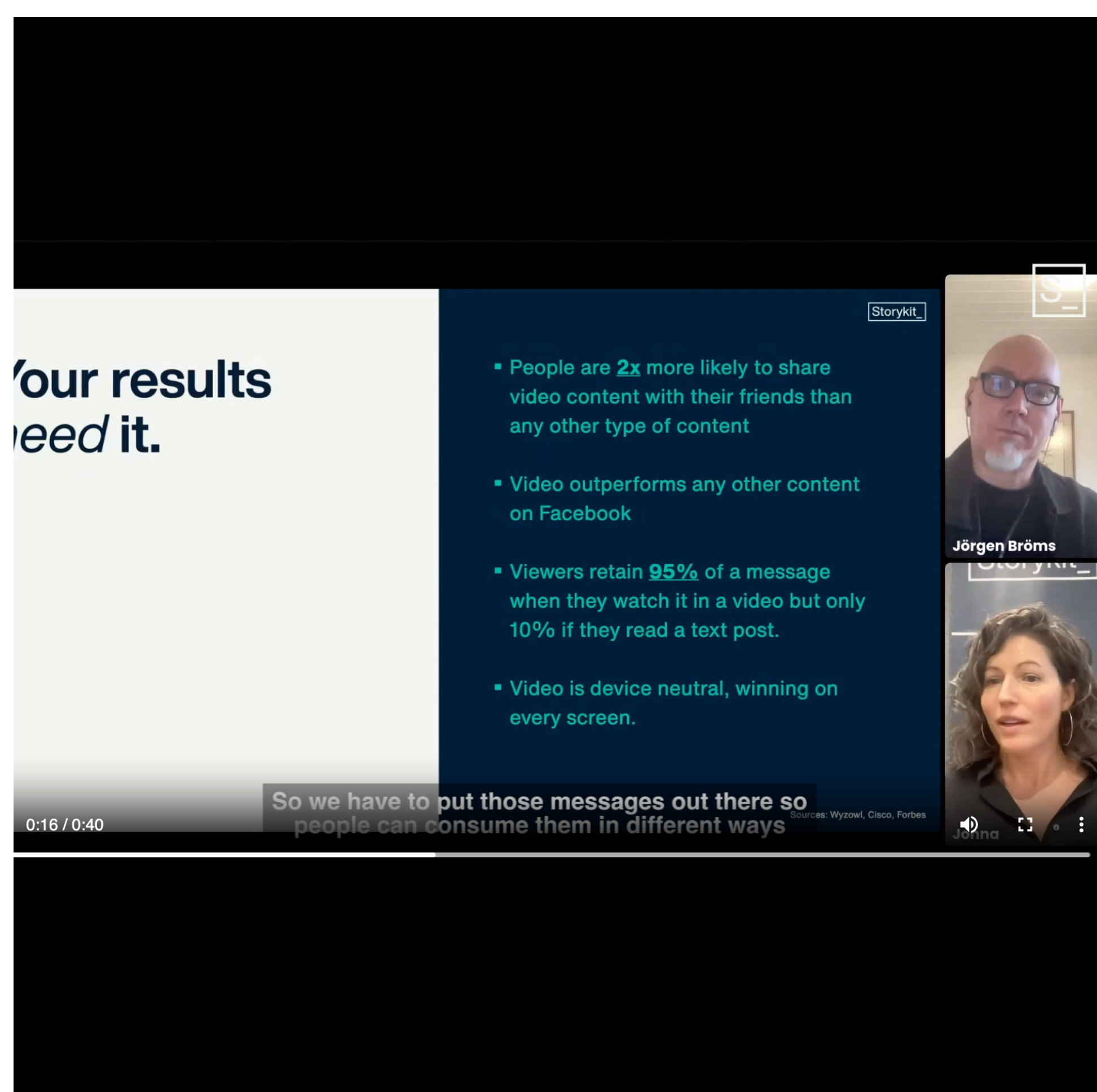


[Watch the video >](#)



### 3. Clips from webinars

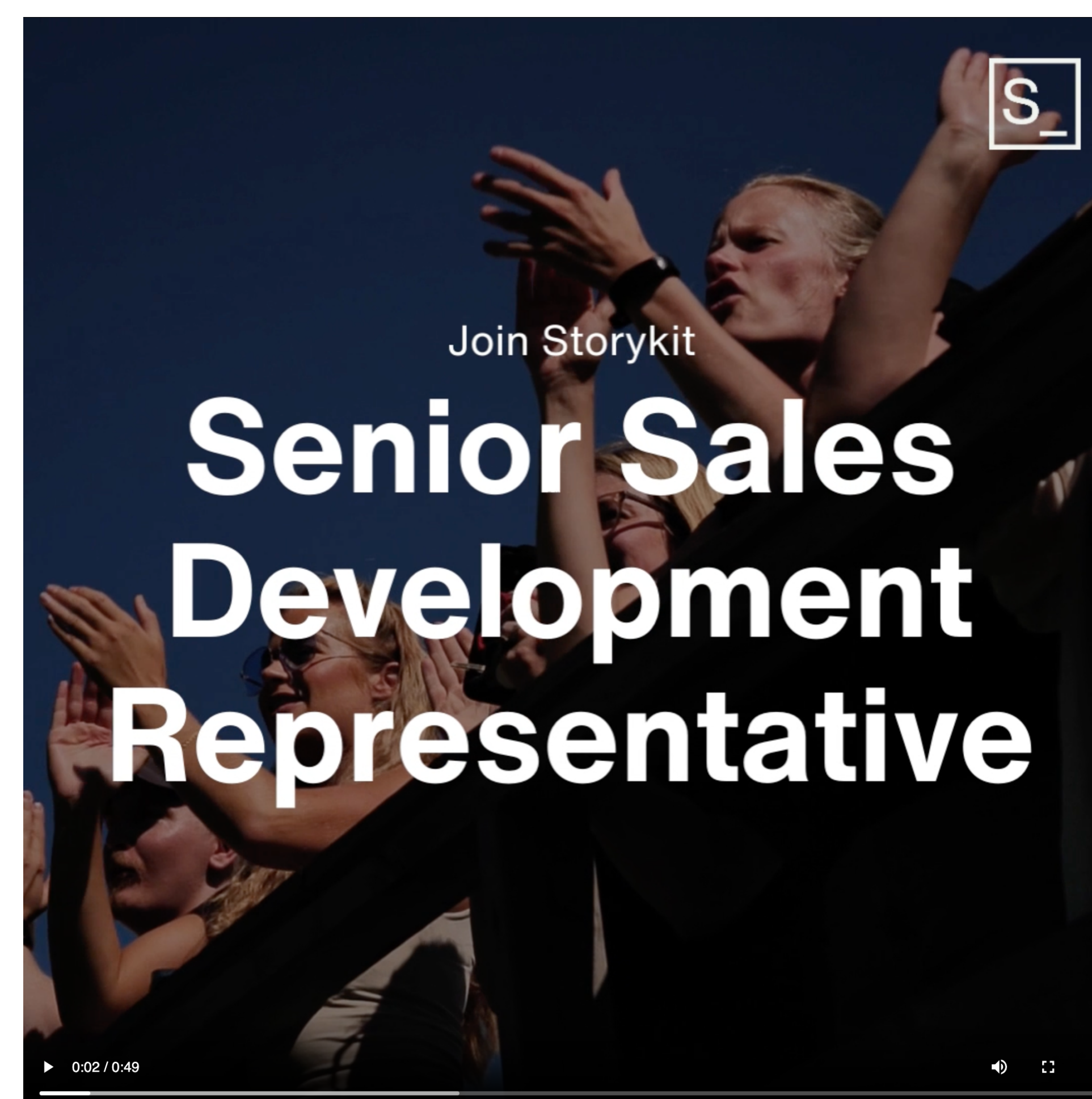
Short, engaging snippets from our webinars to highlight key takeaways and encourage viewers to watch the full session.



[Watch the video >](#)

### 5. Job promotion

Highlighting exciting career opportunities and inviting talented individuals to join our team.



[Watch the video >](#)

### 4. Event promotion

Posts that announce upcoming webinars or live events we are attending, including topics, speakers, and how to register.



[Watch the video >](#)

### 6. Fun content to show our culture

Lighthearted posts that give a glimpse into our team's personality, values, and what makes our workplace unique.



[Watch the video >](#)



# Ready to take your social media presence to the next level?

**You can spend hours** crafting the perfect social media strategy, but the most important thing is to **show up consistently**. Even if things don't go exactly as planned, posting regularly and engaging with your audience will always be the foundation of success.

**Remember, social media is a dynamic space**—plans may shift, content may evolve, and trends may come and go. What matters most is staying present, adapting as needed, and continuing to connect with your audience.

**And if you're looking for a way** to streamline your content creation and stay consistent, Storykit can help. [Let's work together](#) to make your social media strategy both effective and achievable.

Let's Storykit it!

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