

Standard Operating Procedure (SOP) for Creating a Blog Article and Social Media Posts

Purpose

This SOP outlines the steps for the in-house marketing team to create and publish (or schedule) blog articles and social media posts efficiently using ChatGPT.

Scope

This procedure applies to the in-house marketing team responsible for creating, publishing, or scheduling custom content for individual franchisees. The content is tailored to each **franchisee's specific territory** with a focus on **local SEO** and is published across the company's primary platforms: Google Business Profile, Facebook, and Instagram. The team will follow the outlined content calendar for preapproved topics, ensuring all content aligns with the franchisee's local market needs and the overall company marketing strategy.

Responsibilities

Marketing Team: Responsible for executing the steps in this SOP.

Franchise Manager: Responsible for providing necessary information and approvals.

Required Information

- What marketing plan is the franchisee on? Standard or Premium
- Location name
- Preferred products

EXAMPLE FINAL ARTICLE: <https://madeintheshadesa.com/best-window-treatments/room-by-room-guide-choosing-the-best-blinds-for-your-home/>

Procedure

Step 1: Create 1st blog post of the month

1. [Refer to this document](#) and copy this month's approved prompt.
2. Open our [MITS Custom GPT](#) on ChatGPT
3. Paste in the prompt BUT edit the "LOCATION NAME" portion of the prompt to include the location name. For example – use "Made in the Shade San Antonio"
4. Press enter
5. Read through the article to ensure all is correct, prompt for any follow-up adjustments.
6. Copy the plain text article and paste it into SEMrush's [SEO Writing Assistant](#).
7. Make adjustments as suggested to reach at least a 90+ score.
8. Once complete, copy that version back to ChatGPT and prompt with this or something comparable "Add links to our products as you see fit, and produce this in an HTML format. Include title tags with the product name for any links."

Step 2: Add to Website

1. Copy the HTML version of the article and access the correct website for your targeted franchise location.
2. Log in and select Post > Add New
3. Toggle the text box to the "text" tab instead of visual and paste your HTML article into the box.
4. Review each link to be certain they were created correctly. Edit if needed.
5. Add the title to the title area.
6. Check the box of the corresponding category for the article.
7. **Add a featured image.** You can use one from the current website's media library or [from here](#).
8. Include 2 – 3 additional photos down the page. If the owner has their [own images pull from that library first](#).
9. Schedule the article to be published on the 1st of the month.

Premium Plan – 2nd article for the month

Step 1: Create 2nd blog post of the month

1. Open our [MITS Custom GPT](#) on ChatGPT
2. Paste in this prompt BUT edit the “LOCATION NAME” portion of the prompt to include the location name. For example – use “Made in the Shade San Antonio”
3. AND copy the link from the other article that was published on the 1st of the month and paste it in the prompt correctly.

Prompt Template for Complementary Article:

*You are an SEO expert copywriter with a focus on Local SEO. Please create a 1200-1500 word article for Made in the Shade **XXXXXXXX**. This article should complement a previous blog post titled "**XXXXXXXXXXXXXXXXXXXX**" and provide opportunities for internal linking back to this URL **XXXXXXXXXXXXXXXXXXXX**. Write a title that is no longer than 60 characters. Ensure the article follows best practices for Local SEO and is helpful for customers considering a purchase. Include internal links back to the previous article by using anchor text like "related article," "learn more," or specific product/service keywords where appropriate. Include a call to action inviting readers to Request a Free Consultation and link that to this soft URL "/free-consultation/" As you mention a product, link it to its respective page using the following format: "/product-name/" Please include title tags in those links when providing the HTML version of the article. The tone of the article should be engaging and informative. The content needs to be as original as possible. We use SEMrush to analyze the content and are aiming to score a 10 on their tool. So please use simple, active voice sentences where possible.*

4. Press enter
5. Read through the article to ensure all is correct, prompt for any follow-up adjustments.
6. Copy the plain text article and paste it into SEMrush’s [SEO Writing Assistant](#).
7. Make adjustments as suggested to reach at least a 90+ score.
8. Once complete, copy that version back to ChatGPT and prompt with this or something comparable “Add links to our products as you see fit, and produce this in an HTML format. Include title tags with the product name for any links.”

Step 2: Add to Website

10. Copy the HTML version of the article and access the correct website for your targeted franchise location.
11. Log in and select Post > Add New
12. Toggle the text box to the “text” tab instead of visual and paste your HTML article into the box.
13. Review each link to be certain they were created correctly. Edit if needed.
14. Add the title to the title area.
15. Check the box of the corresponding category for the article.
16. Add a featured image. You can use one from the current website’s media library or [from here](#).
17. Include 2 – 3 additional photos down the page. If the owner has their [own images pull from that library first](#).
- 18.
19. Schedule the article to be published on the 15th of the month.

Step 3: Prompt for Social Media Posts

Use this prompt to create relevant social media posts.

This is a great article. Now create 3 social media posts that are suitable for Facebook, Instagram, and Google Business Profiles. I need engaging content that encourages users to visit our website to read the full article or request a free consultation. Include 3-4 relevant hashtags, a compelling introduction, and your choice of a call to action (one for reading the article, give us a call today, request a consultation, or see inspiring window treatments). Make sure the tone aligns with our brand voice, which is friendly and professional.

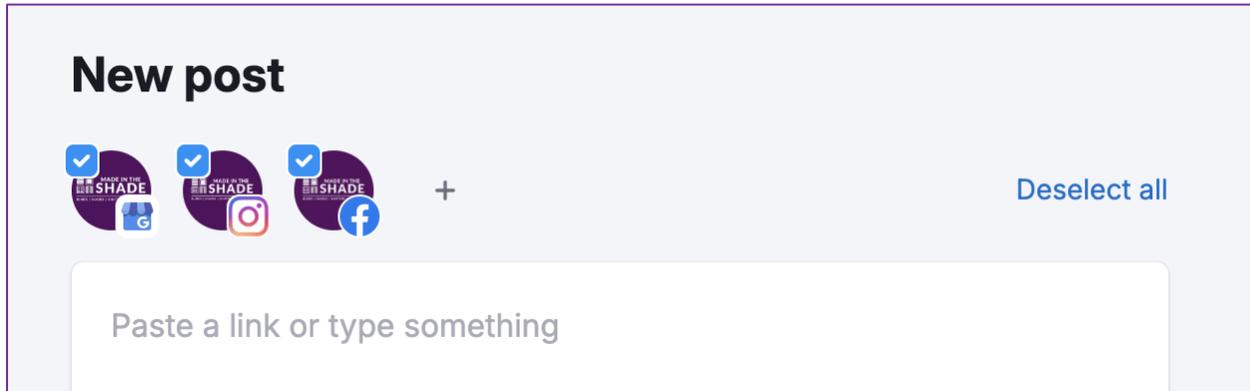
Publishing to FB & Instagram

The goal is to publish /schedule a few Facebook posts that point back to our Blog Article(s) through SEMRush.

Step 1: Ensure you have access to their FB & IN page

1. [Click on this dashboard](#) to ensure you have access to their FB page. Search for their name.
2. Click “Poster”
3. Click New Post

4. IF they're on the STANDARD PLAN - Select (checkmark) both IN & FB icons at the top. Or if they're on PREMIUM PLAN – select all three Google, Instagram, & Facebook. This will publish the post to all selected platforms.



5. Paste in your post from the ChatGPT prompt (in the blog creation SOP above).
6. Be certain to include a link back to that blog article directly.
7. Use the same featured image you used on the blog article, or perhaps one of the other images from the article.
8. Choose Schedule and select the date.
9. Select **Post Needs Approval.**
10. Click Schedule

Standard Plan – 1 post per week (up to 4 posts) Facebook & Instagram only.

Premium Plan – 3 posts per week (up to 12 posts) Facebook, Instagram, and GBP.