https://www.westconcomstor.com/content/dam/wcgcom/Global/Cloud/Vendors/Microsoft/HomePage_MicrosoftLogo_FeatureVendor.png

Facebook posts

**Azure Site Recovery and Backup**

How to use

During your six-week Azure Site Recovery and Backup campaign, you will post 2-3 Facebook posts each week. These posts will lead to your website or landing page.

Included in our content package:

* Curated content for your Facebook posts (see table below)
* Some images from Unsplash.com to use or change (in Zip file)
* Call-to-Action (CTA) ideas (below)

You can customize any of the posts to match your value prop and audience. Add more curated posts or links back to your site as needed. Change the style and tone to fit your brand if you’d like, or use as is.

* [CTAs](#cta)
* [Images](#image)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week 1** | **Day** | **Facebook post** | **CTA**  **(TBD)** | **Curated?** |
| This | 2 | Disaster recovery is not about what to do if you get a bad haircut. It’s what to do when (not if) your data is in danger from cybercrime, floods, electrical storms or employees who walk away with your source code. |  | No |
| 3 | Backup is not enough. Make your disaster recovery solution automatic with a tested plan. You’ll sleep easier. |  | No |
|  | 4 | Natural disasters are not the only thing to worry about, though they can hit hard. Losses from earthquakes, storms and other natural catastrophes totaled $175 billion in 2016. That was the highest in four years.  [Read more.](http://www.businessinsurance.com/article/20170104/NEWS06/912311249/Natural-catastrophe-global-costs-2016-Japan-quakes-Hurricane-Matthew?utm_campaign=BI20170104DailyBriefing) |  | Yes |
| **Week 2** | **Day** | **Facebook post** | **CTA**  **(TBD)** | **Curated?** |
|  | 2 | Imagine your site has an outage at your primary datacenter. And your secondary site has the same problem. Once you’ve stopped screaming, contact us. We can help. |  | No |
|  | 3 | How easy is site recovery? A single click recovers an entire application with Azure Automation runbooks. Ask us how it works. |  | No |
|  | 4 | We focus on how to solve your technology plans for Disaster Recovery. But we just read this article that focuses on some legal issues you could have if you don’t have a good plan. Worth a read!  [Read more here](https://blogs.cfainstitute.org/marketintegrity/2016/11/07/advisers-beware-create-business-continuity-plans-or-risk-committing-fraud/?s_cid=smo_CFASocial_FB):  (Create a shorter link for this) |  | Yes |
| **Week 3** | **Day** | **Facebook post** | **CTA**  **(TBD)** | **Curated?** |
|  | 2 | Data loss from hacking or hardware failure can be significant. You need a disaster recovery plan to backup and restore data. But you also have a budget to think about. Learn how to balance cost and complexity. |  | No |
|  | 3 | Are you delaying your need for a backup and disaster recovery plan due to your budget? There are cost-effective ways to get started and avoid losing your business data during a minor or major disaster. |  | No |
|  | 4 | Do you think that small businesses don’t need a disaster recovery and backup plan? Here are 5 reasons you might want to rethink that decision.  Entrepreneur shares why a small business [needs a plan here.](https://www.entrepreneur.com/article/275473) |  | Yes |
| **Week 4** | **Day** | **Facebook post** | **CTA**  **(TBD)** | **Curated?** |
|  | 2 | Azure Site Recovery allows you to replicate workloads, avoiding the need for a secondary site. Reduce your costs and complexity. |  | No |
|  | 3 | Even an hour of data downtime can cost you thousands. Learn how to protect your business now. |  | No |
|  | 4 | Microsoft Vice President Cindy Bates gives you 10 ways to improve your disaster recovery plan.  [Read her blog here.](https://blogs.business.microsoft.com/en-us/2017/01/05/improve-disaster-recovery-preparedness/e) |  | Yes |
| **Week 5** | **Day** | **Facebook post** | **CTA**  **(TBD)** | **Curated?** |
|  | 2 | A good disaster recovery plan keeps your apps and data available during planned and unplanned downtime, with fast recovery. |  | No |
|  | 3 | Tired of tape backups? Azure Backup is a compelling alternative with cost savings and up to 99 years of retention. |  | No |
|  | 4 | If skyscrapers had grown at the same rates as microprocessor chip since 1971, the tallest building would reach half way to the Moon. Moore’s law predicted the growth in chips, but that’s changing. Other technology will play a bigger part in the future of computing.  Read about it in this [article from the Economist.](http://www.economist.com/news/leaders/21694528-era-predictable-improvement-computer-hardware-ending-what-comes-next-future) |  | Yes |
| **Week 6** | **Day** | **Facebook post** | **CTA**  **(TBD)** | **Curated?** |
|  | 2 | We help businesses use the cloud to forecast, manage, and respond quickly to change. Let’s talk! |  | No |
|  | 3 | There are [x]1 key tasks you need to complete to protect your business from cybercrime, natural disasters, man-made glitches and Murphy’s Law. Find out how to prepare. |  | No |
|  | 4 | Planning is over, it’s time to move to the cloud. If you’ve spent the last few years researching cloud technology, it’s time for the next step. This InfoWorld article offers 4 tips for moving forward.  [Read the article](http://www.infoworld.com/article/3152871/cloud-computing/planning-is-over-its-time-to-actually-move-to-the-cloud.html#jump) |  | Yes |

1You will add the number of key tasks in Week 6/Day 3 to map to a blog post or infographic. Or, you can just say ‘several.’

CALL TO ACTION (CTA)

Select a call to action for each of the Facebook posts, except for the curated posts. Customize it to your offer. The highlighted CTAs are the ones that will have greater impact.

|  |  |  |  |
| --- | --- | --- | --- |
| Number | CTA | Characters | Use this |
| 1 | Download our eGuide to learn more. | 19 | Link directly to a gated or open eGuide (eGuide will link to a contact us) |
| **2** | **Contact us** | 10 | Link to a web page with contact information |
| **3** | **Join our webinar to learn how to protect your data.** | 16 | This CTA should be used 2 or more times a week. You can mix it up with a Contact Us and/or Download eGuide/ Sign up for newsletter |
| 4 | Learn more | 11 | Blog post or link to a gated eGuide |
| 6 | Find out how | 12 | Link to eGuide, gated or just on website, or to a contact us page |
| **7** | **Sign up for our newsletter to stay informed.** | 18 | This, the contact us and the webinar are 3 #1 CTAs. |

Image Use

Use our images or create new ones. We’ve included links to the original images if you want to change the text or the fonts in the **Tweet Sheet**. We used Raleway font for the text on the images. The images can be resized, or you can use as is. They were originally sized for Twitter.

**EXAMPLE**

