



Sample Social Media Calendar

Spread Your Message by Carefully Planning Your Social Media Activities!



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Sample Social Media Calendar

Follow this as a guide on **WHAT Type of Content to deliver daily** to your "Tribe" of Followers

*** Use these strategies on your favorite Social Media ***

Focus on the Big ones: FB, LI, Pinterest, Twitter, Google+

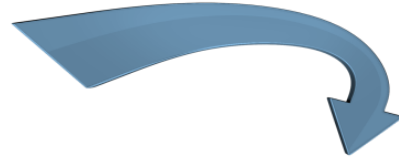
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
AM	AM	AM	AM	AM	AM
Share Case-Study (Client story; other success story)	Highlight a (different) Feature of your main service / product -- HOW is it different? HOW will it make an impact...?	Share a Success Story or Good News Short Story	Feature of "Upcoming Event" - or Freebie Related to it (Checklist, MindMap, etc.)	News Relevant to Your Target Market: Trends, Stats, etc.	Light Humor... or light story related to your niche
PM	PM	PM	PM	PM	PM
Productivity Tip	Share InfoGraphic or other perceived value (assessment, chart, etc.)	News About Upcoming Event - Webinar, Radio Show, Product Launch...	Customer spotlight; or Testimonial... Or Combination	2-3 Minutes Video Tip - Repurpose a blog post; or talk about the week, your upcoming product... Make it interesting, upbeat, and value-loaded!	
Visible in LI* Groups	Visible in LI Groups	Visible in LI Groups	Visible in LI Groups	Visible in LI Groups	Visible in LI Groups

Stick to 2 to 5 Social Media Platforms that generate most results AND stick to platforms where your ideal clients hang out!



NOTES:

- * - **To Automate Your Social Media Efforts**, use one of the services, such as www.HootSuite.com; or a plugin, such as Next Scripts: Social Networks Auto Poster (Both have a FREE version)
- **Identify where your ideal client hangs out - What social platform? How does it interact? What is s/he interested in...?** ... and become visible on that platform, in the format your ideal client loves to consume (e.g., webinar, images on Instagram, videos, radio interviews, white paper, eBooks...- find out what is it and give it to them!)
- **Tweet Daily**, at least twice a day - change the verbiage of your tweets each time (can alternate on different days)
- **Post to your FB Fan Page Daily**, at least once... Ideally 2 or 3 times - Alternate the above ideas
- **Be Visible on LinkedIn Groups Daily**... Ideally only in 2 or 3 groups where your ideal clients hang out! Support them with answers and links to valuable resources (** Don't get Banned! **READ GROUP RULES** Before Posting any Outside Links!!!!)



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