

## Social Media Content Calendar

Ready to develop a strong social presence by crafting your social media content calendar 30 days in advance?

Use this calendar template to plan out your first month of content. Pair the Types of Content with a social platform and fill in the calendar. Once you've filled out the entire month, it's time to partner with your graphics and copy teams to create the assets.

Happy scheduling!

Types of Content:

- Third-party post
- GIF/Meme
- Link to promotion
- Link to specific service webinar/video trainings
- Blog post
- Quote
- Link to real-time industry news
- Upcoming event
- Picture
- Tip/Hack
- Link to industry expert content
- Media/Press
- Branded graphic
- How-to tutorial
- Seasonal posts
- Behind the scenes
- Video Facebook Live
- Testimonials
- Product review

Use weekends to:

- Schedule auto-posts
- Repurpose popular content
- Re-share UGC
- Engage your audience

## Content Calendar Inspiration

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	

## Content Calendar Inspiration

### November 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Participate in #Trending Industry Conversation	2 Video How to Tutorial	3 Friday Freebie Something of value for download	4
5 Daylight Savings	6 Inspirational Quote Monday Mantra	7 Run #Contest or Challenge	8 Share New Blog Post	9 Infographic Case Study Insight	10 Veterans Day	11
12	13 Happy Customer Review UGC	14 Tuesday Quick Tip	15 Spotlight Industry Influencer	16 #Throwback- Thursday Share Co. Milestone	17 Value Packed Webinar Training	18
19	20 Share Announcement Upcoming Event	21 Influencer Take Over	22 Holiday Special Discount	23 Thanksgiving	24 Promote Services #BlackFriday	25
26	27 FB LIVE Promote #CyberMonday Exclusive Offer	28 Join #Millennialtalk Twitter Chat 8pm ET	29 Create a Twitter Poll	30 Micro Video Micro Moment	1 Weekly Roundup Favorite Industry Posts	

# What and How Often You Should Post On Social Media

## Facebook

- Minimum: 3x per week
- Maximum: 10x per week
- What content works best: Visual posts, still imagery, short video, eye-catching infographics, quotes, fun facts, quizzes, and trivia

## Twitter

- Minimum: 5x per day
- Maximum: None
- What content works best: Catchy still images, GIFS, how-tos, quotes, industry insight, promotion of articles and blog posts, product updates, and new release updates

## Instagram

- Minimum: 1x per day
- Maximum: 3x per day
- What content works best: Visual posts, short videos, product tutorials, how-to tutorials, contests, user generated content, quotes, behind the scenes, product features, and giveaways.

## YouTube

- Minimum: 1x per week
- Maximum: 5x per week
- What content works best: Testimonials, DIY, tutorials, before and after, vlog, digital series, animal videos, and baby videos

## LinkedIn

- Minimum: 2x per week
- Maximum: 5x per week
- What content works best: Industry insight, links to published posts, native articles published on LinkedIn, and videos

# Plug-and-Play Captions

## Facebook

- How can [YOUR AUDIENCE] do [ACTION] better with [YOUR PRODUCT/SERVICE]?
- [INSERT ACHIEVEMENT] in just [INSERT LENGTH OF TIME]?
- The best [INSERT TECHNIQUE] for [INSERT TASK] isn't what you think.

## Twitter

- That feeling when [INSERT ACTION]. #[INSERT HASHTAG]
- Time's running out! Sign up for [INSERT EVENT] by [INSERT DATE]. #[INSERT HASHTAG]
- No more [INSERT PROBLEM]. Say hello to [INSERT PRODUCT/SERVICE/FEATURE].

## Instagram

- Love [INSERT PRODUCT/HOBBY/TREND/ETC]? Then you'll love this. [INSERT PHOTO]
- What's going on at [INSERT YOUR COMPANY] today?
- Shout out to [INSERT FOLLOWER'S HANDLE] for this awesome pic! [INSERT PHOTO]

## LinkedIn

- [INSERT AUDIENCE] often struggle with [INSERT TASK]. Here's how [INSERT PRODUCT/SERVICE] turns [INSERT TASK] from failure to success.
- How did [INSERT YOUR COMPANY] achieve [INSERT ACHIEVEMENT] with [INSERT SOMETHING UNEXPECTED]?
- Be the best at [INSERT TASK] with this [INSERT CONTENT TYPE] from [INSERT SOURCE].