



**CWU MONTH ONE SOCIAL MEDIA ENGAGEMENT /CONTENT CALENDAR**

<b>1</b> Share Your Testimony: What have you gone through that qualifies you as a author?	<b>2</b> Motivational Monday! Post an inspiring quote.	<b>3</b> Tell the truth Tuesday. Be transparent about your struggle writing your book.	<b>4</b> Behind The SCENES Post a photo of you in action...writing or speaking.	<b>5</b> Post a TBT talking about when you first knew that you wanted to be an author. Include a photo if you have one.	<b>6</b> Facebook Live...talk about your book and what it means to make your dream come true.	<b>7</b> Generate early interest in your book by asking questions. What genre of books do you enjoy?
<b>8</b> Find at least 10 posts to engage on relating to writing. If you do not have 5000 FB friends, find mutual friends and send requests.	<b>9</b> Motivational Monday! Post an inspiring quote.	<b>10</b> Tell the truth Tuesday. Be transparent about your struggle writing your book or what took you so long to start it.	<b>11</b> Find an engaging question. Do you like happy endings in books?	<b>12</b> Post a TBT on when the light bulb went off Identify three other authors...make a post and see how you can partner with them.	<b>13</b> What is something controversial that you can talk about in a Facebook Live video? Controversial but related to your book.	<b>14</b> Join Facebook groups related to books, also comment on three influencer blogs.
<b>15</b> Highlight a supporter.	<b>16</b> Motivational Monday! Post an inspiring quote.	<b>17</b> Tell the truth Tuesday. Be transparent about your struggle writing your book.	<b>18</b> Identify three local authors...make a post and see how you can partner with them.	<b>19</b> TBT—Find an old photo and relate it to your writing.	<b>20</b> Support another author.	<b>21</b> Post about a trending topic but make it relatable to your industry.
<b>22</b> What are five reasons someone should read your book?	<b>23</b> Motivational Monday! Post an inspiring quote.	<b>24</b> Tell the truth Tuesday. Be transparent about your struggle writing your book.	<b>25</b> Leave an inspiring quote in a Facebook group, also comment on three influencer blogs.	<b>26</b> TBT—Find an old photo or REPOST and relate it to your writing.	<b>27</b> Post a photo and ask FB to CAPTION THIS.	<b>28</b> Ask a question to spark dialogue. Do you like print books or eBooks better?
<b>29</b> Talk about one of your characters. How is he/she relatable?	<b>30</b> Motivational Monday! Post an inspiring quote.	<b>31</b> TTTTT Be transparent about your struggle writing your book.	<p><b>Notes: Good luck and have fun! You can use this guide every single month to build your audience!</b></p> <p><b>Creative Writer’s University</b>  <b>Copyright © by Crystal L. Bass, Inc.</b></p>			