

SOCIAL MEDIA CONTENT CALENDAR

1

Client:

Group:

First set up your content. Use Content Calendar template shown below or create something similar. This is now required instead of a full month of a social media plan. (image from <http://blog.socialsourcecommons.org/>)

STEP 1: Diagram general plans for Daily, Weekly, Monthly.

(The following example is not necessarily one that is fitting for this client.)

Content Ideas:		
DAILY	WEEKLY	MONTHLY
Photo/Video/Quote of the Day	Hero/Villain of the Week	Social media campaigns that co-opt mainstream events (e.g. Olympics)
Articles and stories focusing on issue areas and program work	Song of the Week	Celebrate holidays, staff birthdays, cause/history month celebrations
Question of the day	Art Piece of the Week	Photo, video, and advocacy campaigns
Daily column (e.g. Diversity Today!)	Inspiring Story of the Week	Executive Director's Round-Up
Opportunity of the Day	Weekly ask to increase followers, fans, and email subscribers	
Statistic of the Day	Shoutouts and acknowledgements	

Content:

5 basic categories of updates:

- Links
- Images
- Quotes
- Updates
- Reshares

Content ideas; Also see Extra Credit Creating Content:

- Share any of your new work!
- Reshare fellow designers' new work, creating a community. (Always give credit where it's due)
- Post a link to your latest blog post with an image and teaser sentences.
- Ask a question about the industry. (Be clear in your question - don't leave open-ended.)
- Post pictures of events, behind the scenes, work. (or cross-promote your Instagram feed)
- Customer tutorials.
- How to's.
- Links to blogs you've written (if you are a talented writer and make it habit to check your spelling and grammar).
- Other tips and news.
- Have something that happens weekly on a certain day (equivalent to Throwback Thursday, etc.)
- Promote a local event in which you are participating (helps that it's relative to the industry). *Be careful of posts that have to do with religion or political views UNLESS you feel strongly about them to the point your job depends on it.*
- Cover such an event.
- Give your opinion about something in the industry, news, etc.
- Look at blogs in the industry and share an article or idea.
- Run a poll.
- Announce an upcoming promotion, contest, giveaway.
- Post company news.
- Fun and entertaining posts to make someone laugh.
- Infographic
- Share a quote.

STEP 2 & 3: Then do a more exact weekly calendar of how content could be shared. Use the contents, observing how you can set up a system of repeating subject posts. Now assign a platform and time(s) for the posts. Use icons to signify platform. Algorithms will not give you complete control over this, but organization will always strengthen your efforts and ability to make sense of analytics.

"This should include all of the social media messaging you'll be using to promote your content, organized by date and time. Though social media engagement can't be preplanned, social media promotion can be, which is where this calendar comes in handy. The calendar may also help shape your editorial strategy, by showing

you where there are holes and what themes you might be missing. This calendar will solve some of the biggest issues faced by social media users. These include continuing to post badly-performing content, ignoring certain accounts and overwhelming others, and missing important dates or events.” - Hootsuite

Optimal posting times (research others; all of the following are EST - Eastern Standard Time).

Bold words show minimum amount required on social media plan for this project:

- Twitter: 1-3pm weekdays*; 5-6 times/day is suggested

MINIMUM: 3 times/day weekdays; 1/day weekends

**Twitter posts rely more on the consistency and sheer number of posts to show in the feed now. Just because you schedule a tweet doesn't mean it will be top in your followers' feeds like other platforms. However, do not worry about that now. Use the times to put organization to the task of scheduling social media posts.*

- Facebook: 1-4pm and 2-5pm weekdays; 1-2/day

MINIMUM: 1/day WRF; once in morning Saturday, once in evening Sunday


































**Facebook posts show in somebody's feed and are slightly more intrusive than tweets. However, people choose to follow the organization.*

- Instagram: 5-6pm weekdays, Mondays also 8pm with a sweet spot at 6pm; 3/day

MINIMUM: 1/day MWF, only after 3pm

Information above compiled from multiple sources, one of which is <https://blog.bufferapp.com/social-media-marketing-plan>.

This example was created for Branding class and uses Twitter, LinkedIn, and Instagram.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11am  Tweet Morning Coffee Link to weekly Blog post discussing a hot topic (clear headline and sentence pull + image)	8am  Tweet Morning Coffee Link to breaking news regarding design/ advertising	8am  Tweet Morning Coffee Link to breaking news regarding design/ advertising	8am  Tweet Morning Coffee Link to breaking news regarding design/ advertising	8am  Tweet Morning Coffee Link to breaking news regarding design/ advertising	8am  Tweet Morning Coffee Link to breaking news regarding design/ advertising	11am  Instagram from my "Type" feed
3pm Reply to posts Check Groups	10am Reply to posts Check Groups	 Comment on breaking news regarding design/ advertising with link to Morning Coffee tweet	10am Reply to posts Check Groups	10am Reply to posts Check Groups	10am Reply to posts Check Groups	1pm  Tweet Design of the Day (credit!)
8pm Reply to posts Check Groups	1pm  Instagram of my work (sample, environment, etc.)	10am Reply to posts Check Groups	1pm  Instagram of my work (sample, environment, etc.)	1pm  ThrowbackThursday: Great design/designer from history	1pm  Instagram of my work (sample, environment, etc.)	8pm Reply to posts Check Groups
 Tweet about events for the upcoming week (national)	 Tweet Instagram link with catchy comment	1pm  Instagram of other designer's work (credit!)	 Tweet Instagram link with catchy comment	5pm Reply to posts Check Groups	 Tweet Instagram link with catchy comment	
 Instagram of Day's Best Pic	5pm Reply to posts Check Groups	 Tweet Instagram link with kudos to designer	5pm Reply to posts Check Groups	5pm Reply to posts Check Groups	5pm Reply to posts Check Groups	
	 Retweet favorite designer/agency	5pm Reply to posts Check Groups	6pm  Instagram from my "Type" feed	6pm  Instagram from my "Type" feed	6pm  Instagram from my "Type" feed	
	6pm  Instagram from my "Type" feed	 Tweet a How-To link	8pm Reply to posts Check Groups	 Tweet about local events	8pm Reply to posts Check Groups	
	8pm Reply to posts Check Groups	6pm  Instagram from my "Type" feed	 Tweet about local events	 Instagram of Day's Best Pic	 Tweet about local events	
	 Instagram of Day's Best Pic	8pm Reply to posts Check Groups			 Instagram of Day's Best Pic	

Don't forget to set aside time to reply to posts!

NOTE 1: Icons are available online to insert as an image. The example shown uses a font on DaFont.com. There is one called 3 Social Shapes and another Social Logos.

NOTE 2: Many experts say only a novice posts the same thing on different social media platforms, as there are often similar followers. Don't take that too literally. Just don't continuously post the same thing on all of them over and over again. But **DO cross-promote where possible**. There is a difference between posting the same image/article link/etc. and using one to reference the other. For example, I will tweet an Instagram post with a further quick comment and link back to the feed.

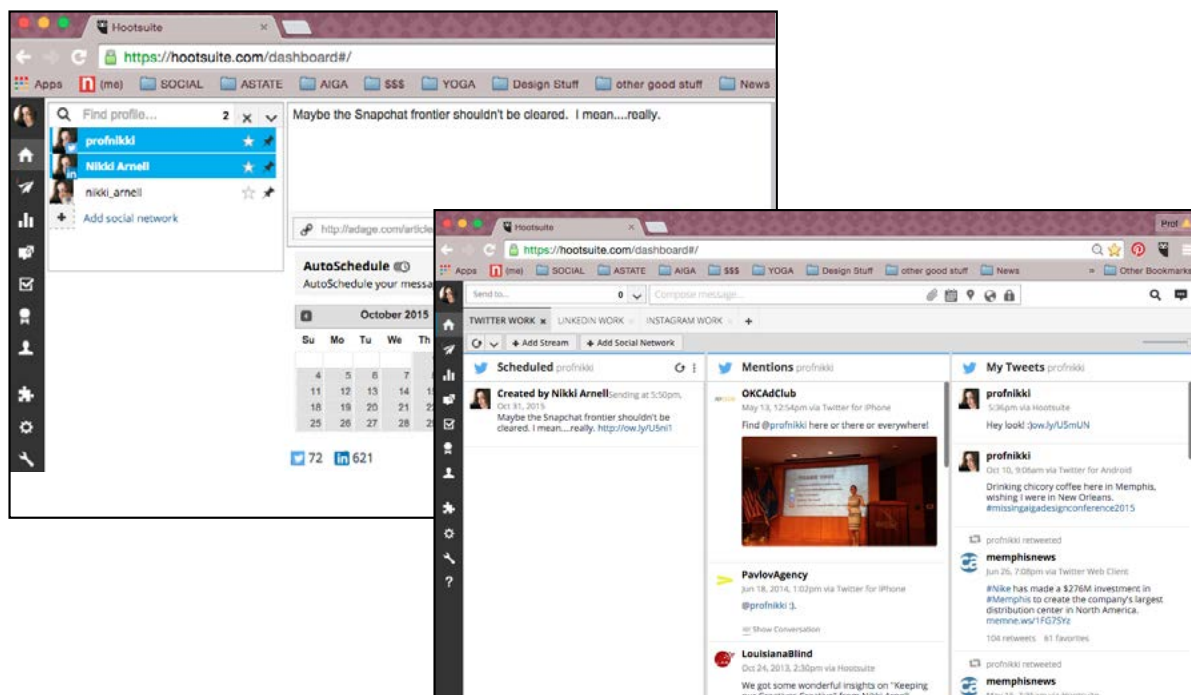
NOTE 3: Remember that what you post on social media is technically of public record, as shown in legal precedent.

NOTE 4: Bringing this out to a month is easy from the solid weekly plan, as the routine is most likely repeated. This is not boring. Consistency in timing and frequency will attract followers. When creating a monthly plan, one would also include the monthly or bimonthly content you thought of earlier.

Extra Credit:

1 > Create a MONTHLY Social Media Calendar similar to your weekly with added extras that may be once a month or once every couple of weeks. (*Note: the Project Sheet asks for a full month, but this has changed.*)

2 > Show scheduled posts for a week. Use [Hootsuite's FREE dashboard](https://hootsuite.com/dashboard/) for yourself and set up posts as if they were going to be for FOA, but far enough in the future that they won't actually post to your page. Take screen shots and then remove. With this dependable dashboard, you may set up 3 social media platforms for free. Remember you can SCHEDULE the majority of your posts! And you can post to all three platforms from one space.



3 > INTERACTION PLAN

“Social media requires engagement, too. When people talk to you, talk back. Set aside time during your day to follow up with conversations that are happening on social media. These are conversations with potential customers, references, friends, and colleagues. They're too important to ignore.” - *Ibid*.

Create an Interaction Plan diagram so that there is a framework of reference in which to work while one gets used to using social media in this way. Remember that one bad response can hurt a company terribly. Not responding at all and leaving your site blank can also kill a company. The proactive chart displays understanding of social media and its business uses/consequences.