

# Content Calendar Template



[www.fgcsocialmedia.com](http://www.fgcsocialmedia.com)

<b>Goal:</b>	<i>e.g. Driving traffic to website, raising awareness of new service etc</i>		
<b>Keywords:</b>			
<b>Audience:</b>	<i>e.g. Who is your target audience? What are they going to find useful or valuable?</i>		
<b>Activity /Events:</b>	<i>Promotional Offers, details of workshops, networking events, open days etc</i>		

Week	Monday	Tuesday	Wednesday	Thursday	Friday
w/c					
w/c					
w/c					
w/c					

# How to create a social media content calendar



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<b>Goals</b>	What are your social media goals? What are you trying to achieve? This may be for the current month that you are planning e.g. Promoting a particular networking event or it could be part of a longer-term goal such as driving traffic to your website or building a community for your followers.
<b>Keywords</b>	These are the keywords that your followers or potential customers are using to search for you or your business's products or services. If you're not sure what keywords to use then why not have a look at Google Adwords Keyword Tool to enter different keywords and see related search terms.
<b>Audience</b>	Who do you want to connect with and why?
<b>Activity/ Event</b>	This could be a particular promotion you are running for that month or an event you want to focus on.

Once you've done this you can then start to plan ahead your posts for the month. Simply work through the calendar using the information you've already gathered to populate the template with the tweets you want to send out each day. The more information you can include at this stage, i.e. a twitter username or a venue address, then the easier it will be when you come to post your message. The next time you are sitting in front of the laptop it is simply a matter of posting the tweets or updates you've written on your calendar.

Of course if you want you can use your content calendar to schedule some or all of your tweets using a third party application such as Hootsuite or Tweetdeck but just make sure you put aside some time in the day to go into your social media accounts to reply to mentions , re-tweet and join in!

Links      [Google Adwords Keyword Tool](#)  
              [Hootsuite](#)  
              [Tweetdeck](#)