

**SOCIAL MEDIA / EDITORIAL CONTENT**

**CALENDAR & CHECKLIST**

For the period of \_\_\_\_\_

*\*NOTE: Some "Daily" activities could be scheduled on a weekly basis*

	<u>Topic/Tile</u>	<u>Content/Details</u>	<u>Date</u>	<u>#</u>	<u>Daily*</u>	<u>Bi-weekly/ Weekly</u>	<u>Monthly</u>
<b>BLOG</b>							
Long form	<i>ex: Feature Piece</i>	<i>ex: Social Media Plann</i>	1/13/14			X	
Short form	<i>ex: Tech Tips</i>	<i>Hootsuite vs Buffer</i>	1/20/14			X	
<b>NEWSLETTER</b>							
Monthly blast	<i>ex: Getting Connected</i>	<i>Planning Your Year</i>	1/15/14				X newsletter
Promotional emails (events, products, services)		<i>341 Roundtable Talk</i>	1/6/14			X promotions	
Auto-blasts (sends automatically from Blog/Newsletter)						X blog	
<b>SOCIAL MEDIA</b>							
<b>Facebook</b>							
* Post original content (links, images, questions, etc)	<i>ex: current / previous posts</i>				X	X blog, promotions	X newsletter
* Share others content				1-2	X		
Follow-up & replies					X		
Like other Facebook pages						X	
<b>Twitter</b>							
* Post original content (links, images, questions, etc)	<i>ex: current / previous posts</i>			1-2	X	X blog	X newsletter
* Sharing others content / RT / replies				3-5	X		
Follow new people				3-5	X		
<b>Google+</b>							
Post original content (links, images, questions, etc)	<i>ex: current / previous posts</i>	<i>What's On Your Life List</i>	1/3/14			X blog, promotions	
Google + articles you like				1-3	X		
Add new people to your circles						X	
<b>LinkedIn</b>							
* Post original content						X blog	
Like others updates					X		
<b>Instagram/Pinterest/ Others</b>							
Post images						X	
Repin/Like images					X		