

SOCIAL MEDIA CALENDAR IN 7 EASY STEPS

1

Make the Calendar Template

A. Use Word, Excel, or Google Docs

Make a table to create calendar
Plug in the days and dates
Type in the holidays

**B. Skip all the hoopla by combining the above:
download a calendar online**

2

Add 2 days to "promote yourself"

How?

Share something worthwhile about your business, a free item you offer, a lead generation piece, or an offer you're giving out right now. Like 20% off for a new client.

3

Share a cartoon, video, or meme

Relate it to your business, if possible

Make sure you watch the entire video, read the cartoon, and check out the meme! There's nothing worse than posting something you didn't completely vet.

4

Find a quote or photo

Quotes share your energy

Positivity in all you do always wins, so look for positive quotes either about your business or life in general.

5

Share an insight

Insights are windows to you and your business

You could share a great info-graphic about your industry, a news article that has clout, or a nice resource for your prospect/customer to use.

6

Ask a Question

Fill in any days you have left

And, it's okay to ask questions that don't relate to your business at all. Show your human side and share something about yourself. :)

7

Cool post backgrounds and photos

Use Canva and Pixabay to your advantage

There are hundreds of backgrounds in Canva and Thousands of photos on Pixabay to choose from. Many of the templates on Canva even have the font (and its color) ready for you to just change your message into it.