

Social Media Marketing Calendar Template

Team Member: Month: Market(s):

Overall Theme & Goals for the Month:

Tool / Media	Week 1	✓	Week 2	✓	Week 3	✓	Week 4	✓
Blog								
Twitter								
Facebook								
LinkedIn								
Video								
Email								
Flickr, Pinterest, Instagram								
Listening tools and terms								
Events (Meetup, Facebook etc.)								

Tool / Media	Week 1 Eval/Notes	✓	Week 2 Eval/Notes	✓	Week 3 Eval/Notes	✓	Week 4 Eval/Notes	✓
Blog								
Twitter								
Facebook								
LinkedIn								
Video								
Email								
Flickr, Pinterest, Instagram								
Listening tools and terms								
Event (Meetup, LinkedIn, Facebook etc.)								

How To Use the Social Media Marketing Calendar Template:

Think of social media updates as musical notes. On their own they are just noise. When you put them on a music sheet and connect them they can create a symphony. Here's a few principles and steps to apply when using this tool:

- 1) This is a guide, not a battle plan etched in stone. If a great story on inspirational theme hits, blog about that as well (or instead). Don't use this as a tool to micromanage your team (or yourself) use it as a guide to keep you on track.
- 2) On the top of the sheet fill in the name of the person who is coordinating the social media calendar, this person may not create all the content or post all of the updates but they will keep the team on message and accountable.
- 3) Enter the month (or 30-day period for the social media calendar)
- 4) List the key target markets you are focusing on for this month
- 5) Write down your theme and/or marketing focus
- 6) Fill out what you will do each week on each major platform that will collectively contribute to you effectively producing your marketing symphony
- 7) On the next page, each week record your findings and lessons learned in bullet form. Be prepared to adjust or augment your strategy based upon your findings.

Important: Most great marketing ideas and plans take time to build momentum and gain acceptance in the marketplace. It takes people time to trust our brand and us. Stick to your core calendar and themes for the first 90 days before you make any major shifts – event then realize social media ROI can take many-many months and even years before you're a dominant player.

If you would like help developing your social media strategy through consulting, training, seminars (webinars) or educational resources contact Shane Gibson at shane@shanegibson.com