



SOCIAL MEDIA MARKETING CALENDAR TEMPLATE FOR BUSINESS

V1

General Information

Items to consider:

1. Like for like accounts to be linked where possible. Example; ensure when a post is made in Instagram it is also duplicated across FB.
2. No message public or private takes longer than 48 hours for a response (ideally 24hr) Even if response is automated *thank you for your message we will be in touch.*
3. Story functionality is used to express yourself and you have creative control. Again, always think sound quality, brand representation (ie logo visible and 'on brand') and relevant content.
4. Never be a 'buy my stuff' direct message person. Engage, ask questions and be subtle this is a more effective sales tool.
5. Weekends are not accounted for here as we advise that Small Business Owners try to take a bit of a business break from social where possible. However story mode to be utilised as necessary.

Paid vs non paid.

The below is mostly/all organic however if you do have a major event that is not the norm coming up then we suggest you boost this post and or create a seperate ad campaign around this item.

	Monday	Tuesday	Wednesday	Thursday	Friday
INSTAGRAM	NUTRITION TIP		QUOTE		VIDEO FOOTAGE
Extra Detail	10 Nutrition tips 1. Protein intake 2. Macros 3. Fats 4.		Prepare at least 10 in advance and ensure all ON BRAND!		High end video completed all at once in blocks. Sometimes Moh sometimes members.
FACEBOOK	FB Group Consider this!		QUOTE		VIDEO FOOTAGE

	Nutrition Tip				
Extra Detail	COPY THE 3 X PER WEEK POST SCHEDULE TO FB FROM INSTAGRAM				
LINKED IN	Create a LinkedIn account				
Extra Detail					
WEBSITE/BLOG/MAILCHIMP			EACH MONTH SEND YOUR NEWSLETTER AND COPY ACROSS AS A BLOG TO WEBSITE	Data capture Set up landing pages in relation to blogs and/or pop ups that are not of the overtly annoying type. I.e. Pops up after 50% scroll and only pops up once per week.	
Extra Detail				Have this data capture live at all times but actively engage and follow up with these individuals on Thursdays over and above the normal Mailchimp cycle.	
YOUTUBE					
Extra Detail					
GOOGLE MY BUSINESS	Check in on Google My Business Page on Mondays - Respond to	Google Review Tuesdays follow up with new members			

	any reviews.	and/or members who have yet to review and ask for public Google Review			
Extra Detail	<i>If no my business account now please register.</i>	Send Google Review Email template to members.			

ALL PLATFORMS	General Maintenance Daily + Post Story Check all DMS, @s, Group chat notifications, mentions and likes.	General Maintenance Daily + Post Story Check all DMS, @s, Group chat notifications, mentions and likes.	General Maintenance Daily + Post Story Check all DMS, @s, Group chat notifications, mentions and likes.	General Maintenance Daily + Post Story Check all DMS, @s, Group chat notifications, mentions and likes.	General Maintenance Daily + Post Story Check all DMS, @s, Group chat notifications, mentions and likes.
----------------------	---	---	---	---	---