



Local Support  
 Memorable Content  
 More Sales  
 Creative Minds

# SOCIAL MEDIA CONTENT CALENDAR

What content is the target audience looking for? What type of content do they tend to view and share? What questions are they asking? Develop ideas for education as well as entertaining text, photo and video content that delivers value. Which channel will you share it on? How often will it be published? Devise a strategy that plans messages on a social media calendar, Indicate theme, tags/keywords, time by channel and audience.

<b>Social Media Channel</b> Target/Persona	<b>Monday</b> (time) Title/Theme: Assets: Tags/Keywords	<b>Tuesday</b> (time) Title/Theme: Assets: Tags/Keywords	<b>Wednesday</b> (time) Title/Theme: Assets: Tags/Keywords	<b>Thursday</b> (time) Title/Theme: Assets: Tags/Keywords	<b>Friday</b> (time) Title/Theme: Assets: Tags/Keywords	<b>Saturday</b> (time) Title/Theme: Assets: Tags/Keywords	<b>Sunday</b> (time) Title/Theme: Assets: Tags/Keywords
GMB		August 27	August 28	August 29	August 30	August 31	Sept 1
GMB	Sept 2 - LabourDay	Sept 3	Sept 4	Sept 5	Sept 6	Sept 7	Sept 8
GMB	Sept 9	Sept 10	Sept 11	Sept 12	Sept 13	Sept 14	Sept 15
GMB	Sept 16	Sept 17	Sept 18	Sept 19	Sept 20	Sept 21	Sept 22
GMB	Sept 23	Sept 24	Sept 25	Sept 26			

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