

# **SOCIAL MEDIA EDITORIAL CALENDAR EXAMPLE**

## **STEP 1 -- SET YOUR STRATEGY**

### **Check the social media platforms that you will use.**

- Facebook Page
- LinkedIn
- Twitter
- Blog
- Other (You Tube, Yelp, Google Places, Foursquare)\_\_\_\_\_

### **Check the social media goals you have set for the next 3 – 6 months.**

- Build brand awareness
- Strengthen relationships with clients, prospects, influencers
- Better understand your buyers
- Improve customer service
- Identify new product ideas
- Increase web site traffic
- Improve search engine rankings
- Increase participation/registration in events (virtual and location)
- Generate leads
- Generate sales
- Other\_\_\_\_\_

### **Reach**

How many times per week will you post on each platform?

Specify the breakdown of original content vs. shared content.

Specify type content for each post – status update, article, blog, newsletter, photo, video, event.

### **Create Content Development Schedule**

Using the sample spreadsheet, create your weekly schedule for content to be created and shared.

### **Create Tracking Calendar**

Using the legend in the calendar sample, insert your platforms and types of posts based on your goals.

Track your results to see if you are meeting your goals.

**Social Media Editorial Calendar**  
**Content Development Schedule**  
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	<b>Week 1</b>	<b>Week 2</b>	<b>Week 3</b>	<b>Week 4</b>
<b>Content Creation</b>				
<b>Blog Post</b>	Limited Thinking Post include Roger Bannister You Tube video	Blog Talk Radio Podcast with Jeff Tobe	End of the World Post include REM You Tube Video	Blog Talk Radio Podcast w Dan Waldschmidt
<b>E-Newsletter</b>	create on Tues; post and send on Wed.	create on Wed.; post and send on Thurs.		create on Tues.; post and send on Wed.
<b>Event</b>	Post blog talk radio show	Post social media class schedule	Post blog talk radio show	Post social media class schedule
<b>Photo</b>				
<b>Video</b>		Take video testimonials from workshop and post		Take 1 client video testimonial and post
<b>Poll/Question</b>	Ask for input on radio show guests			
<b>Contest/Promotion</b>				
<b>Other</b>				

<b>Shared Content</b>				
<b>Articles</b>	post link here	post link here	post link here	post link here
<b>Photos</b>	post link here	post link here	post link here	post link here
<b>Videos</b>	post link here	post link here	post link here	post link here
<b>Other</b>				

## SOCIAL MEDIA EDITORIAL CALENDAR EXAMPLE – TRACKING SHEET

May 2011				Posts per week F- 5-10; T - 3-5; L - 1; B- 2-4/month			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Weekly Totals
1 T – SC B- CC	2 F – OC F - SC	3 E – CC B – OC L – OC - blog F – OC – blog T – OC - blog	4 E- OC F- SU F – OC - enews T – SU T – OC - enews	5 F – SC L - SC	6 F – SU T - SU	7	F – 7 L – 2 T – 5 B - 1
8 T – SV	9 F – OCE T – OCE T - OC B - CC	10 F – SU F- OC T- SU T – OC	11 E- CC T- SC T- SC T – SU F - SU	12 E- OC B- OC F- OC – blog; enews T – OC – blog; enews L – OC - blog T – SU	13 FB – SU T - SU	14	F – 6 L – 1 T – 11 B - 1
15 T - SU	16 F – SU F – SC T - SU	17 F – SU L - SU	18 L- SC F – OCE	19 L – OCE F- SU	20 B - CC B - OC F – OC - blog T – OC - blog	21	F – 6 L – 3 T – 3 B - 1
22 B - CC	23	24 E – CC B – OC F – OC – blog T – OC - blog L – OC - blog	25 E – OC F- SU F – OC enews T – OC enews	26 F – OCE T - OCE	27 F – SC F - SU	28	F – 6 L – 1 T – 3 B - 1
29	30(Memorial Day)	31 F – SC T – SC T - SU					

**Legend**

T – Twitter	L – LinkedIn	E- E-Newsletter	CC – Create Content	SC – Share Others Content	SU – Status Update
F – Facebook	B – Blog		OC – Original Content	SV – Share Video	SP – Share Photo
			OCV – Original Content Video	OCP – Original Content Photo	OCE – Original Content Event