

Month: \_\_\_\_\_  
 Objectives: \_\_\_\_\_  
 Goals: \_\_\_\_\_  
 Keywords: \_\_\_\_\_

# SOCIAL MEDIA CALENDAR

<b>TRACKING</b>	<input type="checkbox"/> Retweets	<input type="checkbox"/> Mentions	<input type="checkbox"/> Favs	<input type="checkbox"/> New Followers
	<input type="checkbox"/> Likes	<input type="checkbox"/> Comments	<input type="checkbox"/> Shares	<input type="checkbox"/> New Fans
	<input type="checkbox"/> Likes	<input type="checkbox"/> Comments	<input type="checkbox"/> Shares	<input type="checkbox"/> New Connections
	<input type="checkbox"/> Views	<input type="checkbox"/> Comments	<input type="checkbox"/> Shares	
	<input type="checkbox"/> Other:			

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	/ /
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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- ### Tips to Remember
- e Blog**
    - » Stay on schedule
    - » Post at least weekly
    - » Use an SEO keyword for each post
    - » Allow social sharing
    - » Encourage comments
    - » Headlines are important
  - in LinkedIn**
    - » Make sure website visitors can instantly follow you on LinkedIn
    - » Be sure to share your posts with groups too
  - 🐦 Twitter**
    - » Retweet mentions
    - » Comment on followers' Tweets
    - » Use engaging language
    - » Experiment to find the best time to Tweet
  - f Facebook**
    - » Use pictures
    - » Comment back
    - » Ask open-ended questions

Month: \_\_\_\_\_  
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# SOCIAL MEDIA PLANNING WORKSHEET

<b>TRACKING</b>	<input type="checkbox"/> Retweets	<input type="checkbox"/> Mentions	<input type="checkbox"/> Favs	<input type="checkbox"/> New Followers
	<input type="checkbox"/> Likes	<input type="checkbox"/> Comments	<input type="checkbox"/> Shares	<input type="checkbox"/> New Fans
	<input type="checkbox"/> Likes	<input type="checkbox"/> Comments	<input type="checkbox"/> Shares	<input type="checkbox"/> New Connections
	<input type="checkbox"/> Views	<input type="checkbox"/> Comments	<input type="checkbox"/> Shares	
	<input type="checkbox"/> Other:			

<b>WEEKLY</b>	<b>MONDAY</b>	<b>TUESDAY</b>	<b>WEDNESDAY</b>	<b>THURSDAY</b>	<b>FRIDAY</b>	<b>SAT/SUN</b>

<b>MONTHLY</b>	<b>DATE</b>	<b>TASK</b>					

### Instructions

- » Schedule social media tasks weekly or on a specific day of the month
- » Plan activities by venue each week by writing them in the worksheet
- » For monthly tasks, list the month, the task and the social venue
- » Every quarter, compare goals achieved with this worksheet, and adjust accordingly. Change activities that are not yielding results, and commit to others that might
- » Every year, review the overall strategy and set new goals

