Month:					Retweets	Mentions	Favs New Followers
Objectives:			OCIAL MED	IA	Retweets  f Likes  in Likes	Comments Comments	Shares New Fans  New Connections
Goals:			<b>CALENDAF</b>	2	Views	Comments	Shares New Connections
Keywords:					Views Other:		
					0 A TT (07777		
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN	/	
f	f	f	f	f	f		Tips to Remember
in	in	in	in	in	in		El Di - ··
8	8	8	8	8	8		<ul><li>Blog</li><li>Stay on schedule</li></ul>
<u> </u>							» Post at least weekly
<u> </u>	7	<b>Y</b>	7	7	<b>y</b>		» Use an SEO keyword for each post
f	f	f	f	f	f	,	» Allow social sharing
in	in	in	in	in	in		» Encourage comments
8	8	8	8	8	8		» Headlines are important
							in LinkedIn
y	9	<b>Y</b>	7	9	7		» Make sure website visitors can instantly
T	T	1	I	. 1			follow you on LinkedIn  » Be sure to share your
in	in	in	in	in	in		posts with groups too
8	8	8	8	8	8		<b>☑</b> Twitter
							» Retweet mentions
<b>y</b>	7	<b>Y</b>	7	9	<b>9</b>		» Comment on followers' Tweets
T	T		I	. 1			» Use engaging language
in	in	in	in	in	in		» Experiment to find the best time to Tweet
8	8	8	8	8	8		f Facebook
							» Use pictures
<b>y</b>	7	7	<b>y</b>	7	7		» Comment back
f	f	f	f	f	f		» Ask open-ended questions
in	in	in	in	in	in		
8	8	8	8	8	8		RANDALL CRAIG

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Goa	ectives:		SOCIAL ME PLANNING WO		Retweets  f Likes  in Likes  Views  Other:	Mentions Comments Comments Comments	Favs New Followers Shares New Fans Shares New Connections Shares
WEEKLY	MONDAY  f in C	TUESDAY  f in	WEDNESDAY  f in C	THURSDAY  f in C	FRIDAY  f in e		SAT/SUN  f in C
MONTHLY	DATE	TASK					Instructions  » Schedule social media tasks weekly or on a specific day of the month  » Plan acitivities 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 yeilding results, and commit to others that might  » Every year, review the overall strategy and set new goals
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	SOCIAL MEDIA EVENT PLANNER	f Likes Co	entions Favs Demments Shares Demments Shares Demments Shares Demments Shares	New Followers New Fans New Connections
NG AFTER	TASK	RESPONSIBILITY	DEADLINE	COMPLETE