

How to Create a Social Media Calendar

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To be successful in social media, you have to stay active. If you're not regularly commenting, posting and engaging with your connections, you're not getting the most out of your investment in social media.

The easiest way to maintain your momentum is to plan ahead and create a social media calendar. Let's walk through creating a calendar so you can maintain an ongoing and effective posting schedule. For the sake of this tutorial, we will assume that you've already decided which social networks are best for you and your strategy.

Step 1. Create the template for your calendar

To get started, create a weekly template in a program you are familiar with and which supports tables, such as Microsoft Excel or Word. Across the top, list each of the social media networks your firm will participate in. Down the left side, list the days of the week. You may want to include the weekends, as engagement is often high on Saturday and Sunday.

Your template should look something like this:

	LinkedIn	Twitter	Facebook	Google+
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				

Step 2. Determine how often you will post

Most likely, you are a busy professional. So don't worry if you don't have time to post with great frequency. It's more important that you post regularly than often. So take

the recommendations below with a healthy dose of realism—and post as often as your circumstances allow.

For LinkedIn, Facebook and Google+, sharing updates 2–3 times a day is ideal. This is frequent enough to stay engaged with your audience, but not too often that it will irritate your followers. On Twitter, however, posting more frequently is not only acceptable but encouraged. In fact, the most influential Twitter accounts post at least hourly.

Consider using a social media scheduling platforms like Hootsuite. These applications allow you to set up many of your posts ahead of time. They then publish your posts automatically. If you want to post on weekends, it's a no-hassle way to make it happen

Step 3. Determine what content to promote in your posts

Social media is an ideal tool for promoting your thought leadership and educational content.

Here are just a few types of content you might share with your network:

- **Daily blog posts.** Share blog posts on each of your social networks.
- **Guides or webinars.** Share links to premium long-format content. If you put them behind a registration form on your website, they are also a great way to capture new leads.
- **Upcoming events and news.** Be choosy here. Share only news and events that could be helpful to your readers (for instance an upcoming speaking event). Do not share news about new hires or new clients or anything that sounds self-promotional.

Follow the 80/20 rule

Whenever you engage on social media—whether posting on Twitter, LinkedIn, Google+ or elsewhere, you'll want to follow the 80/20 rule: For every link you publish to your own content, post four links to educational content produced by people unconnected with your firm. This way, you are unlikely to be perceived as self-promotional or a spammer.

To become a trusted voice online you need to present yourself as authoritative yet unbiased. If you aren't sure where to find content to share, consider using a content aggregator like [Feedly](#) to find relevant news for you.

Now it's time to start filling in your calendar. At this point, think generically—what tasks will you or your team tackle on what days. The more you can plan topics and develop titles for your posts ahead of time, the less work you will have to do on the days you post. But you can keep things general, as well.

Your calendar should now look something like this:

	LinkedIn	Twitter	Facebook	Google+
Monday	Monday's blog post Older blog post	~5 posts between 9am-9pm (~4 other industry content, ~1 firm content)	Photo: Marketing team drinking coffee in kitchen "Clever caption" Monday's blog post 1 other industry content	Monday's blog post 2 other industry content
Tuesday	Tuesday's blog post Premium content	~5 posts between 9am-9pm (~4 other industry content, ~1 firm content)	Photo: Two for Tuesday theme Tuesday's blog post 1 other industry content	Tuesday's blog post 2 other industry content
Wednesday	Wednesday's blog post Upcoming webinar	~5 posts between 9am-9pm (~4 other industry content, ~1 firm content)	Wednesday's blog post Guest post on Social Media Today 1 other industry content	Wednesday's blog post 2 other industry content
Thursday	Thursday's blog post Older blog post	~5 posts between 9am-9pm (~4 other industry content, ~1 firm content)	Video: Meet The Team Thursday's blog post 1 other industry content	Thursday's blog post 2 other industry content
Friday	Friday's blog post Premium content	~5 posts between 9am-9pm (~4 other industry content, ~1 firm content)	Photo: Happy Friday! Friday's blog post 1 other industry content	Friday's blog post 2 other industry content

Step 4. Assign responsibility

Because social media is a dynamic tool, you can't post your content and walk away. Make sure at least one person is assigned to each social site. They should be ready to respond to comments on posts and manage overall brand on the site. If you have a large team, you may want to indicate these assignments in your calendar.

Once you've set up your calendar, it's time to put it into play. Remember, this is a living document—one your team will consult frequently. Feel free to change it as your priorities evolve, but don't forget your social media calendar's primary function—to ensure you engage regularly and consistently on social media. Good luck!

We encourage your feedback! If you have suggestions to improve this document email us at feedback@hingeuniversity.com. Thank you!