

Webinar 12 Handout:

SAMPLE SOCIAL MEDIA CALENDAR

The most influential brands on social media aren't just randomly posting content whenever their manager feels like it. A successful social media program requires a strategy and a plan. Yes, there will be times when a current event pops up that warrants a last-minute Facebook post, or you're out at the farmer's market and you snap a spontaneous Insta-worthy shot. You can deviate and add to the plan. In fact, I encourage that! It's important to stay on top of what's going on in the nutrition world and respond to situations that are relevant to your business. BUT, it's beyond helpful to start off with a general outline so you're not scrambling for content every day. A plan also helps your content stay cohesive and organized.

I suggest making a monthly calendar and setting goals so that you stay accountable to your social presence. Start off with a general monthly calendar. Here you can mark down happenings for the month like holidays, launches, blog content, and events. Then create a content planner with the specifics for each post based on your monthly calendar: caption, image, etc. The content planner can be created each week for each channel.

Here are some examples of goals to set for social media:

Example Sample Monthly Social Goals:

- *Engage with 3 profiles daily*
- *Hold giveaway*
- *Link to 3 blog posts*
- *Do at least 2 Facebook Lives*

On the next page you'll find a sample calendar much like the one we use at Nutritious Life. This outlines the big events happening that month. After that, you'll see a sample content planner. This lays out the details for each post on a specific channel.

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Example General Monthly Calendar

Nutritious Life Monthly Goals	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY 7/1
Hold Giveaway		Facebook Live		New Blog Live: Milk Alternatives		
Link to 3 Blogs				Link to Blog Post: Milk Alternatives		
Engage with 10 profiles daily						
						Holiday Weekend
SUN 7/2	MON 7/3	TUES 7/4	WED 7/5	THUR 7/6	FRI 7/7	SAT 7/8
		Holiday	New Blog Live: Grocery Guide			
				Link to Blog Post: Grocery		
Holiday Weekend	Holiday Weekend				Giveaway Starts	Giveaway
SUN 7/9	MON 7/10	TUES 7/11	WED 7/12	THUR 7/13	FRI 7/14	SAT 7/15
					New Blog Live: Restaurant Guide	
Giveaway Ends						



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SUN 7/16	MON 7/17	TUES 7/18	WED 7/19	THUR 7/20	FRI 7/21	SAT 7/22
				Facebook Live		
	Book Launch	Book Launch	Book Launch	Book Launch	Book Launch	
SUN 7/23	MON 7/24	TUES 7/25	WED 7/26	THUR 7/27	FRI 7/28	SAT 7/29
	New Blog Live: How to Cleanse	Push to Newsletter				
	Link to Blog Post: Cleansing					



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Sample Weekly Content Planner: Instagram

DAY	DATE	TIME	Caption	Link (bitlink for bio)	IMAGE
SUNDAY					
	7/2/2017	10:00 am			Ice cream with Sprinkles photo
	7/2/2017	2:00 pm			Fruit Salad
MONDAY					
	7/3/2017	9:30 am			Recipe: Pineapple Cucumber Salad
TUESDAY					
	7/4/2017	8:00 am			Happy 4th BBQ photo
WEDNESDAY					
	7/5/2017	9:00 am			Meditation Photo
	7/5/2017	4:00 pm			Screenshot of print media appearance
THURSDAY					
	7/6/2017	10:00 am	EXAMPLE: Your weekly shopping list: consider it DONE. Our go-to grocery guide is yours. Tap the link in bio to stroll the aisles like a pro.	http://bit.ly/2uflyiD	Groceries on table
FRIDAY					
	7/7/2017	9:30 am			Quote image
	7/7/2017	12:00 pm			Giveaway announcement
SATURDAY					
	7/8/2017	11:00 am			Farmers Market
		6:00 pm			Meal Prep

