

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Facebook</b>	Post link to content from your blog with short update	Share community content	Post an interesting question to the community	Create an original image-based post	Share humorous fun content (cartoon, meme, video, etc.)
		Share a promotional item, special offer, freebie.			Remind people to join your mailing list and the benefits they get if they do.
<b>Google Plus</b>	Share community content	Write a 300-word original piece about a recent development in your industry.	Share community content	Post link to content from your blog with short update.	Post humorous fun content (cartoon, meme, video, etc.)
			Share a promotional item, special offer, freebie.		
<b>Pinterest</b>	Pin community content on your company boards	Set up a new themed board under your company Pinterest account	Pin your own blog or ecommerce content on your company boards	Pin community content on your company boards	Pin your own blog or ecommerce content on your company boards
<b>Twitter</b>	Retweet community content	Compose tweet linking to content from your blog	Compose tweet linking to content from your blog using an image, or link to community content	Compose tweet linking to content from your blog or the community	Retweet community content
	Share a promotional item, special offer, freebie.	Remind people to join your mailing list and the benefits they get if they do.		<a href="#">#ThrowbackThursday - Participate by sharing old personal photos, old fashion trends, old technology, etc. from years gone by for engagement.*</a>	<a href="#">#FF Follow Friday - Participate by thanking new followers in a tweet they're tagged in.*</a>

<b>LinkedIn</b>	Participate in Linked Groups, posting comments and/or community links	Post link to content from your blog as a short update on your personal LinkedIn profile	Post link to content from your blog on your LinkedIn company page	Write a long form post on LinkedIn adapting content from your blog and linking back to your blog for more.	Participate in Linked Groups, posting comments and/or community links
<b>[ List other social media platforms ]</b>					
<b>All Platforms</b>	Check for and respond to @Mentions, replies, comments and messages	Check for and respond to @Mentions, replies, comments and messages	Check for and respond to @Mentions, replies, comments and messages	Check for and respond to @Mentions, replies, comments and messages	Check for and respond to @Mentions, replies, comments and messages
			Once per week check new followers on each platform. Choose and add those you want to follow		
<b>INSTRUCTIONS:</b>	<b>Change the activities to fit your business. The suggested activities are merely idea starters. Do not feel pressured to do every activity.</b>				

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