

Social Media Plan for: _____ Date: _____

PURPOSE:

BRAND / IDENTITY

KEY TOPICS

KEY WORDS / HASHTAGS

GOALS

SUPPORTING HABITS / KEY ACTIONS

KEY EVENTS

KEY ORGANIZATIONS

KEY PEOPLE

KEY WEBSITES:

Social Media Calendar for:

Date:

Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						

Consider pro.x.com to set up multiple custom lists and feeds.

Choose key topics, hashtags, organizations, and specific profiles/relationships to engage with. Some generic popular hashtags on Twitter include, #news, #video, #love, #life, and #quote.

Choose key websites to find information to share, and bookmark them for quick access.

Use hashtags with every post (no more than three). Choose key hashtags to use with ritetag.com.

Try to post at least three times a day, but try and make them meaningful. Be informative and educational with most posts. Try not to promote your business more than once every other day, or one out of five posts, or more.

Good times to post on weekdays are 8-10am (just getting to work), 11am-12pm (lunchtime), and 4-5pm (closing up work). Best times to post on weekends are 11am-5pm.

Choose the best times to post, depending on your strategy. Note, the most populated time zones are Eastern and Central. But the best time zone might depend on where the majority of your key relationships are located.

Consider attending regular weekly Twitter chats hosted by key profiles/markets.

Regularly browse key hashtags or key words. Consider using the regular search bar to find profiles based on specific topics/markets. Consider using the advanced Twitter search x.com/search-advanced to find profiles of influencers for key topics/markets with minimum likes and reposts.

Twitter is very popular with the sports and music markets, and it probably would not hurt to drop an occasional sincere compliment or congratulations on a recent win or music release.

Avoid, or at least be careful, with any politically charged hashtags, including cryptocurrency, unless that is one of your key markets.

Plan for annual events in strategic markets, or from key relationships. Consider planning out posts for events. Maybe include a popular movie #video clip from YouTube that aligns with the market/topic of the event.

Consider a social media management platform like...

	Entry \$ / \$\$	#Profiles	#Users	Scheduling
Buffer	\$0 / \$5	3 / \$5x	? / ?	Y #? / Y #?
AgoraPulse	\$0 / \$80	3 / 10x	1 / \$80x	10 posts / Unlimited
SocialPilot	\$25 / \$42	7 / 15	1 / 3	? / ?