

Revised for  
2015-16



# A Year of Social



# Why Do You Need A Year of Social Media?

Social media is growing wildly in popularity and effectiveness and will continue to do so. There are so many business objectives you can reach with social media marketing, including building brand awareness, creating community, lead generation, shortening the sales cycle, and getting product feedback from your customers.

**By the end of 2017 nearly 2.33 billion users will be on social media networks worldwide.**

Source: [Statisa.com](http://Statisa.com)

One of the greatest challenges faced by small to medium sized business managers is the need to continually and consistently come up with high-quality targeted posts and updates for their businesses. To do that, and do it well, you need to have a plan in place. While we can't help you with every post, this guide will give you the basic tool you need to consistently create content to share with your audience and keep your company top-of-mind.

This ready-made Editorial Calendar is a workbook-style ebook you can print out and use for planning your year of social media messaging. It is divided into the four seasons, starting with spring. Each section has the season name, significant dates and holidays during the season, a place for significant dates specific to your business, a weekly calendar for your social media messages, and some helpful social media tips.

# How to Use this Workbook

1. **Write in your business goals and objectives for social media.** This is important because if you don't have specific goals in mind your efforts in social media will amount to nothing more than a string of disjointed tactics that may or may not achieve what you need. These goals should flow directly from your marketing objectives. You may have the same goals for the entire year, or they may vary by season.
2. **List out your company's significant dates.** There is a space provided for this in the workbook. Significant dates could include new product launches, tradeshow or other events where your business will be presenting, speaking engagements, the anniversary of the date you started your business, media coverage, employee recognition day, partnership announcements, etc.
3. **Decide which social platform you will be using and how often you will post to it.** Your calendar is broken down into weeks and some of the more commonly used platforms (Facebook, Twitter, Google+ and LinkedIn) are provided. You may not need all of these or you may need to add some spaces. Whatever your platform and activity level, adjust your worksheet so that there is space for your needs.
4. **Begin planning your social calendar.** Think through the themes provided to come up with at least a few concepts for each week. Then narrow it down to the updates you want to post.
5. **Once your plan is set, consider pre-scheduling some posts.** Most professional social media managers will agree that pre-scheduling some of your posts is essential to a smooth workflow in social media marketing. You may consider using a tool like Hootsuite or SproutSocial which can post to more than one platform.

# The "Four Core" Social Media Platforms

There are many sites that call themselves social media platforms with some being more general and others specialty or industry specific. If you are relatively new to setting up social media accounts and not sure which ones to spend your time on remember that each social media platform has its own culture with audience sizes and demographics that vary. Here is a brief description of the four larger general platforms I recommend to most small to medium-sized businesses.

**Facebook:** [www.facebook.com](http://www.facebook.com)



As the biggest platform, Facebook has one billion active users. It is very much a socially driven network with people connecting to friends and family. Active Facebook users tend to be quite involved with the platform, with total users sharing about 2.5 billion pieces of content each day. People connect through posts with photos, links, or text status updates and comment or "Like" their friends' posts. The median age for the average Facebook user is 46 to 51 years old. The culture is informal and chatty. Businesses and brands are there for brand awareness and building brand identity.

**Twitter:** [www.twitter.com](http://www.twitter.com)



Twitter is the ultimate hub of micro blogging and has 560 million active users. People and businesses mainly converse through text "tweets" which have a 140-character limit, but photos and videos are increasingly being used on Twitter. In the constantly active "Twittosphere" there are an estimated 5,700 Tweets every second. Links are commonly shared with "bitly" or "owly" links to meet the character limits. The median age on Twitter is between 20 and 30 years old. Users engage with each other on Twitter in the form of conversations, hashtags, retweets and favorites. Twitter Chats are open to anyone and are identified with a hashtag as a way of bringing people with common interests together to converse.

The culture on Twitter is very much in the moment. People are especially active during events, posting tweets with hashtags of the event (such as #Oscars), and often hashtags are created and go viral on the spot. Because of its real-time power, traditional media is now represented on Twitter and many news stories break on Twitter before radio or television. Businesses can use Twitter to share industry information and promotions, and to listen to and respond to customer concerns.

## Google+: [www.google.com/+](http://www.google.com/+)



Google+ is the newest of the big four platforms and is growing rapidly with 925,000 new users each day. It currently has 400 million active users, including brands and businesses. Google+ is considered an integrated social network and is different from the other biggies in that it integrates with personalized email, Google Drive and HOA (Hang outs on Air) where users can connect face-to-face. Because it is backed by the Google search engine, it provides more SEO benefits to webpages and blogs than any other platform. Like the other platforms, users on Google+ can share videos and images, and comment or +1 (similar to a Like) to engage with each other. The median age is between 30 and 50 years old. This platform allows you to categorize your community into circles with the idea that you can share certain things with your friends that you would not share with your business contacts or family. In terms of demographics, Google+ users tend to be a more educated and techy crowd but as Google+ is more actively adopted it will become increasingly mainstream.

## LinkedIn: [www.linkedin.com](http://www.linkedin.com)



While the three above-mentioned platforms entertain non-professional relationships and connections, LinkedIn is more of a business and professional scene. It is the quintessential online networking platform for business, with about 240 million active users and an increasing number of businesses setting up business pages each day. It provides an opportunity for users to connect with co-workers, associates, potential clients, other industry acquaintances, business partners and more. Like the other social platforms, users can share updates, links, photos and videos and engage by commenting or liking the posts of others. Generally, most content shared is related to job or industry news. LinkedIn is also a resource for job seekers, who can post their resumes and seek out or give recommendations on skills.

Median age on LinkedIn is between 30 and 50, with about 79 % of the users age 35 or older. The culture is that of a conference, trade show, or business industry event with a professional tone.

*Source of Statistics: Media Bistro*

***For more tips and guides on social media, visit the Marketing Staircase blog:  
[www.marketingstaircase.com](http://www.marketingstaircase.com)***

# Spring Season: March, April and May 2015



**Spring is a season for new growth and new beginnings.** Your social media calendar should include time-sensitive tips and advice that relates to your industry and the themes of springtime. For example, your business can take advantage of this time of year with updates and content that relates to the following themes.

**Spring themes for social media messages:** growth, exercise, gardening, graduation, Father's Day, Mother's Day, spring cleaning, taxes, Easter

**Business Goals and Objectives for Spring:**

**Significant Dates for Your Business:**

## **SAMPLE WEEK FOR FICTITIOUS RESTAURANT for Mardi Gras**

### **FB:**

**3/2/14 morning:** Our special today at Restaurant X is pork chops with spring veggies. Come on in.

**3/3/14 morning:** Our special today at Restaurant X is homemade meatloaf. Just like mama used to make.

**3/4/14 morning:** Our special today at Restaurant X is fettuccine Alfredo with fresh spring peas. Yum!

**3/5/14 morning:** Our special today at Restaurant X is barbequed grilled chicken.

**3/6/14 morning:** Our special today at Restaurant X is sautéed chicken breast with mushrooms. Don't miss it.

### **Twitter:**

**3/2/14 morning:** Our special today at Restaurant X is pork chops with spring veggies. Come on in.

**3/2/14 midday:** Here's our picture of one of our favorite customers.

**3/2/14 afternoon:** Don't forget the kids at Anywhere Elementary are doing a bake sale this week. Support our kids!

**3/3/14 morning:** Our special today at Restaurant X is homemade meatloaf. Just like mama used to make.

**3/3/14 midday:** Our neighborhood just keeps growing. Welcome @newshop.

**3/3/14 afternoon:** Tomorrow is Mardi Gras. Get started early with our Restaurant X's Happy Hour specials.

	<p><b>3/4/14 morning:</b> Our special today at Restaurant X is fettuccine Alfredo with fresh spring peas. Yum!</p> <p><b>3/4/14 midday:</b> At Restaurant X we are at Mardi Gras vicariously. You can be too with this live feed: bitly link.</p> <p><b>3/4/14 afternoon:</b> Mardi Gras foods are delicious. Look what's for lunch there: photo.</p> <p><b>3/5/14 morning:</b> Our special today at Restaurant X is barbequed grilled chicken.</p> <p><b>3/5/14 midday:</b> This month we will be participating in the Taste of Town event. Come by and see us.</p> <p><b>3/5/14 afternoon:</b> The first 3 people to Tweet us their favorite dish at Restaurant X get a free dessert.</p> <p><b>3/6/14 morning:</b> Our special today at Restaurant X is sautéed chicken breast with mushrooms. Don't miss it.</p> <p><b>3/6/14 midday:</b> The end of the week is here. Don't feel like cooking tonight? We do. Come on in and relax.</p> <p><b>3/6/14 afternoon:</b> Don't forget all the great events going on in our neighborhood this weekend: bitly link</p> <p><b>G+:</b></p> <p><b>3/3/14:</b> Tomorrow is Mardi Gras. Get started early with our Restaurant X's Happy Hour specials.</p> <p><b>3/5/14:</b> This month we will be participating in the Taste of Town event. Come by and see us.</p> <p><b>LinkedIn:</b></p> <p><b>3/3/14:</b> Tomorrow is Mardi Gras. Get started early with our Restaurant X's Happy Hour specials.</p> <p><b>3/5/14:</b> This month we will be participating in the Taste of Town event. Come by and see us.</p>
<p><b>Week of March 1</b></p>	<p><b>FB:</b></p> <p><b>Twitter:</b></p> <p><b>G+:</b></p> <p><b>LinkedIn:</b></p>
<p><b>Week of March 8</b> <i>March 9 Daylight Savings Time starts</i></p>	<p><b>FB:</b></p> <p><b>Twitter:</b></p> <p><b>G+:</b></p> <p><b>LinkedIn:</b></p>
<p><b>Week of March 15</b> <i>March 17 is St. Patrick's Day</i> <i>March 20 is Spring Equinox</i></p>	<p><b>FB:</b></p> <p><b>Twitter:</b></p>

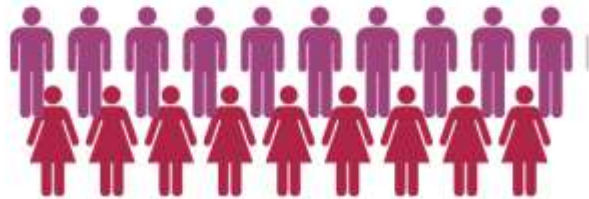
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of March 22</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of March 29</b> <i>April 1 is April Fool's Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of April 5</b> <i>April 5 is Easter Sunday</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of April 12</b> <i>April 13 is Thomas Jefferson's Birthday</i> <i>April 15 is Tax Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of April 19</b> <i>April 22 is Earth Day</i> <i>April 22 is Administrative Professionals Day</i> <i>April 25 is Arbor Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of April 26</b> <i>May 1 is Loyalty Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>



<b>Week of May 3</b> <i>May 5 is Cinco de Mayo</i> <i>May 6 is National Nurses Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of May 10</b> <i>May 10 is Mother's Day</i> <i>May 16 is Armed Forces Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of May 17</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of May 24</b> <i>May 21 is National Maritime Day</i> <i>May 25 is Memorial Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of May 31</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>

## How often?

- ◆ Facebook: 1 to 3 times a day ◆
- ◆ Twitter: 3 to 5 times a day ◆
- ◆ Google+: 1 to 2 times a day ◆
- ◆ LinkedIn: 1 to 2 times week ◆



# Summer Season: June, July and August 2015



**Summer is a time for warmth, relaxation and vacations.** If you are targeting a consumer audience, you will need to make your social media messages powerful and efficient to get their limited attention since your audience will more likely be out and about than sitting at a computer. Your business can take advantage of this time of year with mobile-friendly advertising and promotions that can be viewed and shared on multiple devices.

**Spring themes for social media messages:** relaxation, vacations, time off school, air or car travel, outdoor sports, gardening, barbeques and outdoor parties, ideas to beat the heat.

**Business Goals and Objectives for Summer:**

**Significant Dates for Your Business:**

**Week of June 7**

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

**Week of June 14**

*June 14 is Flag Day*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

**Week of June 21**

*June 21 is Father's Day*

*June 21 is Summer Solstice*

*June 26 is Parent's Day*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

<b>Week of June 28</b> <i>July 4 is Independence Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of July 5</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of July 12</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of July 19</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of July 26</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of August 2</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of August 9</b>	<b>FB:</b>

	Twitter:
	G+:
	LinkedIn:
<b>Week of August 16</b> <i>August 19 is National Aviation Day</i>	FB:
	Twitter:
	G+:
	LinkedIn:
<b>Week of August 23</b>	FB:
	Twitter:
	G+:
	LinkedIn:
<b>Week of August 30</b>	FB:
	Twitter:
	G+:
	LinkedIn:

## 4 Reasons People Like Social Media



1. To CONNECT and find a feeling of community
2. To LISTEN to feedback and the opinions of others
3. To SHARE our life experiences with others
4. To BE ENTERTAINED by stories, videos & images

# Fall Season: September, October, November 2015



**Fall is a time for getting back to school and back to work on projects, but also a time to prepare for holiday celebrations that are right around the corner.** Your business can take advantage of this time of year by zeroing in on your target market and getting an early start on familiarizing them with your brand and product offering. It typically takes seven interactions with your company's brand before a customer will buy from you. Social media is an ideal way to initiate those interactions with your customer in a non-invasive style.

**Fall themes for social media messages:** back to school, organization, buckling down, fall leaves, fall colors, Halloween, preparing for the holidays, thanksgiving, cooking, entertaining, travel.

## Business Goals and Objectives for Autumn:

## Significant Dates for Your Business:

### Week of September 6

*September 7 is Labor Day  
September 11 is Patriot Day or 911 Remembrance*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

### Week of September 13

*September 13 is National Grandparents Day  
September 16 is Stepfamily Day  
September 17 is Citizenship Day*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

### Week of September 20

*September 23 is September Equinox*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

<b>Week of September 27</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of October 4</b> <i>October 5 is Child Health Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of October 11</b> <i>October 12 is Columbus Day</i> <i>October 16 is Bosses Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of October 18</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of October 25</b> <i>October 31 is Halloween</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of November 1</b> <i>November 1 is All Saint's Day</i> <i>November 1 Daylight Savings Time Ends</i> <i>November 3 is Election Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of November 8</b> <i>November 11 is Veteran's Day</i>	<b>FB:</b>
	<b>Twitter:</b>

	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of November 15</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of November 22</b> <i>November 26 is Thanksgiving Day</i> <i>November 27 is Black Friday</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of November 29</b> <i>November 30 is Cyber Monday</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>



# Winter Season 2015 January and February 2016



**Winter is a time for celebrating holidays and starting the new year with new goals and aspirations.** More people go online during the holidays to shop for gifts so your business can take advantage of the additional opportunities to interact with them. Don't just push out sales messages at this time of year. Stand out from the other media noise with some posts on helpful holiday advice, dealing with stress, or just plain good-hearted humor in the midst of promotions. Remember that people listen to others about branding so getting your loyal customers talking on social media is key.

**Fall themes for social media messages:** holiday parties, Christmas shopping, gift giving, travel, snow sports, home decorating, cooking, entertaining, charitable giving.

**Business Goals and Objectives for Winter:**

**Significant Dates for Your Business:**

**Week of December 6**

*December 6 is St Nicholas day*

*December 7 is Pearl Harbor Remembrance*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

**Week of December 13**

*December 6 – 14 is Hanukkah*

*December 17 is Wright Brothers Day*

**FB:**

**Twitter:**

**G+:**

**LinkedIn:**

**Week of December 20**

*December 22 is Winter Solstice*

*December 24 is Christmas Eve*

*December 25 is Christmas Day*

*December 26 – January 1 is Kwanzaa*

*December 31 is New Year's Eve*





**FB:**

**Twitter:**

**G+:**

	<b>LinkedIn:</b>
<b>Week of December 27</b> <i>January 1 is New Year's Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of January 3, 2016</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of January 10, 2016</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of January 17, 2016</b> <i>January 18 is Martin Luther King Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of January 24, 2016</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of January 31, 2016</b> <i>February 2 is Groundhog Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>

<b>Week of February 7, 2016</b> <i>February 8 is the Chinese New Year</i> <i>February 9 is Mardi Gras</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of February 14, 2016</b> <i>February 14 is Valentine's Day</i> <i>February 15 is Presidents Day</i>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of February 21, 2016</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>
<b>Week of February 21, 2016</b>	<b>FB:</b>
	<b>Twitter:</b>
	<b>G+:</b>
	<b>LinkedIn:</b>

	<b>Who Should Be There</b>	<b>What to Share</b>	<b>How Often</b>
	Anyone and everyone, including small businesses	Company updates, online articles, photos and videos, events	1 to 2 times day
	Both individuals and businesses	Start, join, and lead conversations	3 to 5 times a day
	Brands who want to extend beyond on the other major social networks, B2B networking, bloggers	Industry news, job postings, company updates, photos and videos that are professional	1 to 2 times day
	Businesses	Industry news, job postings, company updates	2 to 4 times a week