

10 Easy Steps to Creating a Social Media Content Calendar



1. Be consistent. Create a monthly calendar in Word or Excel and stick with the same format. Start with quarterly calendars and expand the time frame as you become more experienced. Hootsuite is an ideal program to deliver consistent posts.



2. Be organized. Organize your content calendar by social media channel to ensure that all of the character count needs are met. List out which dates you will be posting and which dates will be “Rest Days” or “Real-Time Posts.” The greater your up-front organization, the better your social media program will be.



3. Identify frequency. Run trials to identify how frequently you should be posting to each social media channel. Take note of when your posts are best-received or what time of day you get the most views. Identifying frequency early-on ensures you aren't wasting time generating content that won't be read.



4. Track important and/or relevant dates. Research and create posts about relevant national awareness days or months and important industry events. These calendar “anchors” can be determined months in advance. Don't forget national holidays, too.



5. Be flexible. A social media calendar enables companies to review and approve posts long before they are due. But don't be afraid to experiment with new ideas along the way. You can add or replace scheduled posts. Just be certain they are appropriate and consistent with your messaging.



6. Consider your audience - first. When you create your calendar, think like your ideal follower. Create content to educate or intrigue them, rather than content YOU want them to know.



7. Learn your voice. It is important to be sure your posts are coming from the “voice” of your company or organization. Keep your posts personalized and stay consistent with the company/organization's messaging.



8. Use hashtags. Hashtags encourage engagement and expand your reach. Identify industry hashtags or trending topics and incorporate them into your content calendars each month.



9. Promote. Content calendars allow you to identify which posts should be promoted throughout the month. Pick a hot topic or upcoming event and promote on each of your social media channels. If one of your newsletters or videos is receiving plenty of organic attention, you'll know you won't need to promote in the future.



10. Use analytics to fine-tune your calendar. See what works, and what doesn't work. Don't keep the same frequency, themes or strategy if your analytics are weak. This is when experimentation pays off.