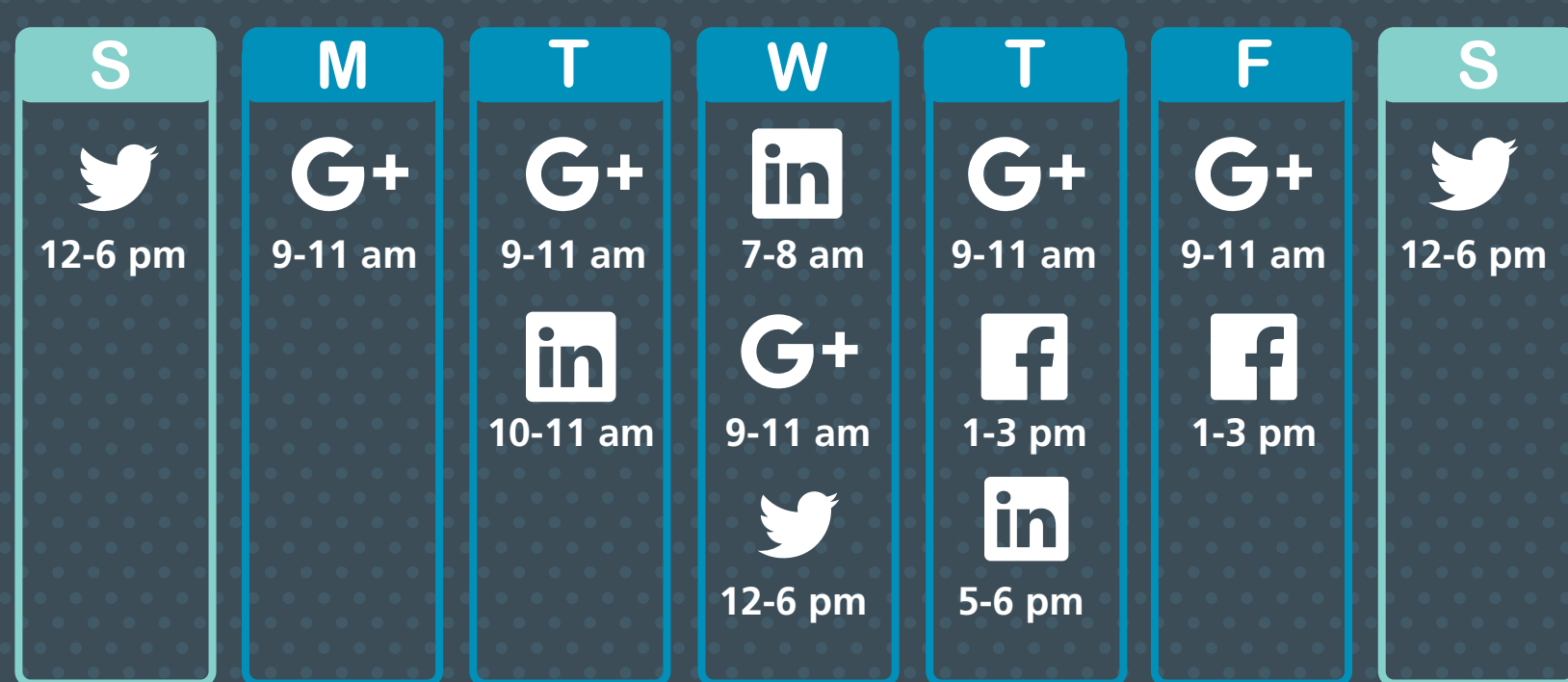


S M T W T F S

SOCIAL MEDIA CALENDAR: A QUICK GUIDE TO WHEN, WHERE, AND HOW OFTEN YOU SHOULD POST

In order to maintain a successful social media strategy, knowing what day, time, and on which channel your content is most likely to engage your audience is essential. However, there is no one-size-fits-all rule on what's best. Post too little or at the wrong time and you risk missing your audience; post too often or on the wrong channels, and you risk annoying them. This handy guide will help you plan when, where, and how often to post so you're hitting the right audience, with the right content, at the right time.

BEST DAY & TIME



WHERE, WHAT, & HOW OFTEN



Facebook is a high-volume/low-value network, meaning you shouldn't post too frequently and make sure that everything you do post offers something of interest or value to your fans.

- ✓ Aim for daily posts with no more than 10 and no fewer than 3 posts per week.



Twitter is a high-volume/low-value network. Its fast-paced, short-message nature allows you to share more often as long as it's still relevant and engaging.

- ✓ Tweet up to 5 times every day and remember retweets and responses count as well.



Google Plus is a low-volume/high-value social media network. Using relevant keywords and links to keyword-rich content in your posts will help increase your ranking on Google's search result pages over time.

- ✓ Try to share content 3-10 times throughout the work week.



LinkedIn is a low-volume/high-value network. Share professional content that is relevant to your industry and business.

- ✓ Aim for 2-5 posts per week during business hours.

SAMPLE SOCIAL MEDIA CALENDAR

Use this sample calendar to plan what day, when during the day, and where to focus your social media activity. Not only does this calendar include the best days and times to post, it also encourages you to be active throughout the rest of the week in order to maintain the recommended activity levels for each channel. Remember, there is no one-size-fits-all rule on what's best when it comes to social media. Experiment with content, timing, and channels to see what works best for your unique situation!

☀: Morning 🌅: Afternoon 🌙: Evening

