

SOCIAL MEDIA *timetable*



SOCIAL MEDIA TIMETABLE

If you're managing a professional social media account, you need to be structured in your approach to posting.

In order to keep people coming back and engaging with your posts, it's a good idea to have a good spread of content updated regularly. And the easiest way to achieve this is to use a timetable just like this one!

Why it's a good idea to plan your posts

By devoting a few hours once a month to sourcing content you know your target audience will find interesting or useful (but that's also relevant to what you do) to share on your social media accounts, you'll find it easy to grow and manage a thriving social media presence.

You'll also spend less time on your social media, and ensure it's more consistent than the results of a panicked, ad-hoc approach.

This is the very approach that we ourselves use on our own accounts.

How to use this timetable

To complete this exercise effectively, follow this simple system:

- Download our Social media content sharer cheat sheet for ideas of content to share
- Choose up to six types of content to share (see below)
- Research sites and other social media accounts that are great sources of good content, and make a note of them
- Once a month, print out this timetable
- Search for content to share in your saved sites and on Google
- Divide that content up throughout the month on the timetable, ensuring you have a good spread of different types of post
- Go to your social media accounts and schedule posts for the month ahead
- Relax!

Your six types of post

While there are many different types of content you can share, to make it easy for you to narrow your search each month (and keep your social media activity consistent) we recommend choosing six to focus on.

These could be, for example:

- Tips
- News
- Cartoons
- Industry insights
- Motivational quotes and images
- Videos

(To get a better idea of the wide range of type of content you can choose, download our Social media content sharer cheat sheet.)

Choose your six types and write them here.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Start creating your monthly timetable!

Next all you need to do is print out and copy our monthly timetable and follow our simple system!



Social media TimeTable

MONTH: _____

Day:	Day:	Day:	Day:	Day:	Day:
1	2	3	4	5	6
					7
8	9	10	11	12	13
					14
15	16	17	18	19	20
					21
22	23	24	25	26	27
					28
29	30	31			