

Social Media Editorial Calendar



month of _____

How to use this editorial calendar . . .

1. Grab a pencil. (Not a pen, a pencil. Things change rapidly, you will want to erase things.)
 2. Fill in the month and dates.
 3. Use the blank space at the top to list out all of your content ideas. (For example: you might post about products, customer experience, helpful articles from leaders in your industry, links to your blog posts, behind the scenes photos, your latest video, etc.)
 4. Identify any weekly recurring posts, and pencil them into the days or dates they should be posted.
 5. Identify any holidays or business events that need special attention on your social media, and pencil those in on their dates.
 6. Use the list from the margin at the top and fill in the leftover dates with your content ideas.
 7. Get your photos or videos and copy organized, and schedule your posts in advance. (I recommend using Facebook's post scheduler, or using a tool like Hootsuite.)
 8. Print another copy for next month, and repeat! (Don't forget to interact with people on social media in the meantime! Your job isn't done just because the posts are scheduled...)

Is this calendar helpful? Do you have questions?
Drop me a note at [rosemcchesney.com/contact](https://www.rosemcchesney.com/contact)
Or visit me on Facebook & Instagram at [rosemcchesneymarketing](https://www.facebook.com/rosemcchesneymarketing)