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Simple social media content calendar template

A social media content calendar is like Marie Kondo of the entire social media strategy. It seems a great commitment at first, but you can rest assured that he will pay that time back in the future. (Not to mention preventing minor panic attacks.) Whether it's a simple grid with few links, or a custom dashboard that can plan dozens of feeds, the calendar can be as simple or complex as your brand needs to be. Continue reading and we will guide you through the necessary steps to make your own, and take a look at some examples of the real world. We will also review our favorite social media content calendar apps. Oh, and we built some free social media content calendar templates to start. But first, we try to review the compelling reasons of investing in this tool to begin with. Bonus: Download our free and customizable social media calendar template to easily plan and program all your content in advance. Why use a social media content calendar? 1. Save time with the organization Your social media marketing goals have a key point in common with many of the other goals in your day planner: you take effort and attention every single day. Not only when you feel inspired (or at 11, when everything else is cured). Keeping a social media calendar allows you to plan ahead, batch your work, avoid multitasking, and write down all your creative brainwaves for later. Basically it's the best way to make sure you'll never find yourself desperately flowing through inspirational quotes that hope to find something to publish ever again. And even if you are posting every day, perhaps several times a day, which does not mean that you need to be babysitter feeds constantly. Some social media calendar tools allow you to plan social media posts in advance and, equally importantly, manage the audience's commitment from one place. The Hootsuite planning tool takes care of all this, if you are inclined to give a try. 2. Posts consistent Whether you're trying to increase your Instagram pleasures, your YouTube subscribers, or you've implemented social media KPIs, the first expert advice will always be "consistent posts". There is not only a shortcut around it. Why? Consistently presenting yourself in the feed of your audience is the key to engaging them in social. The impressive engagement increases the organic flow through the platform algorithm, so your posts are shown to new eyes, and new people begin to follow your brand. And making real ties with a growing audience is the only real way to raise your conversions. Popular your social media content calendar with early posts allows you to constantly publish if it is a slow news week, or your biggest promotion of the year. 3. Doing fewer types, and also reducing the risk of great errors Planning your messages in advance means that you can build failsafes in the workflow. Copy-editing text, fact control information, or even verify it with organizationlike the legal team or C-suite, they are all much easier when you are working days or weeks in advance. A social media calendar, especially one with the approvals of integrated team members, is the best way to avoid a low-risk embarrassment like posting the same message through channels, or a high-key social media crisis. 4. Get more ambitious with your social strategies The world's largest social media brands are often running multiple campaigns at once — long, medium and short-term, paid and organic. And this is only the day by day post. Once you have your nailed program, your glorious brain is freed to face even bigger questions. Should you run an Instagram contest? Start looking for partner influencers? Maybe it's time to get your brand on LinkedIn, or introduce a social media advocacy program. Whether you are running a team of content of five people or you are posting your History during bleach mixing for your customer 3pm long-bob pastel shadows, getting your social game at the next level means getting organized. 5. Do not miss the relevant moments Never forget the Super Bowl again. (O, you know, make sure you ignore him on purpose.) A social media calendar allows you to strategically observe the global moments that are relevant to the public of your brand. For example, the day of the stellar wars. Chewbacca walnut. #MayThe4th pic.twitter.com/cab9FrD7xI — Present & Correct @presentcorrect 4 May 2019 Party Words. — Merriam-Webster (@MerriamWebster) December 31, 2019 Also, with your daily program covered, if something current comes - as maybe Jennifer Aniston joins Instagram or an egg becomes bigger than before - you have the creative bandwidth and logistics to engage with the moment in an on-brand way. 6. Making higher quality content Social media production values have risen since the early days, and the notion of a lonely-wolf Millennial tweeting memes from their beanbag chair went the way to the juggling. (Okay, okay, except for who's behind Moontpie.) Today, it is not so unusual for a single social media post to have an entire team of creatives behind it: copywriter, designer, video editor, photographers. And ask your team of hard-working artists to drop everything for an Instagram Story emergency is not about to win hearts or minds. (And it is not even guaranteed to earn engagement, if you feel slippery or spiny.) A social media calendar helps you to allocate your assets, both human and digital, effectively, so that your team has the breathing room to do their best work. And a long-term vision means you're pushing a constant brand voice and content that supports your marketing goals. 7. Track what works and improve it What is planned is done, and what is measured is improved. Your social media analytics have a lot of information for you. A social media content calendar provides the opportunity to plan your experiments towards improvement.out A/B tests until you find the right recipe for the type of content, format, frequency post and best day time to post for each social platform. How to create a social media content calendar There are 8 steps to create an effective social media calendar: Audit of your social networks and content Choose your social channels Decide what your calendar needs to track Create a content library for your assets Create a workflow Start creating your messages Invite your team to review, and use their feedback to improve Start publishing/scheduling Pro Tip: If this is your first time making a calendar for social, you might want to open our guide to creating a social media marketing strategy first. Your calendar will be all the best to have clear goals to support. 1. Audit your social networks and content Develop a clear picture of your efforts on current social media will allow you to identify areas for improvement and opportunities for new efforts. An audit is essential to optimize the strategy and maximize ROI. Start with our social media audit model. This will result in accurate and up-to-date data on: Impostor accounts and outdated profiles Security accounts and passwords Objectives and KPIs for each branded account, per platform Your audience, their demographics and personality that is responsible for what I work on your team Your most successful posts, campaigns and tactics Gaps, incalculating results, and key metric improvement opportunity to measure the futureon each platform budget of the dedicated time to pass through all your social assets. then make sure you will face your social strategy refreshed with the best information, that is, the information that is unique to your audience, accounts and brands. 2. choose your social media channels seems that every social media manager we know received the same slack message last year. A little more casual up there! [sunglasses emoji] why aren't we on tiktok? (pro tip: having a third impartial part falling your boss a link to 6 things you should never tell your social media manager.) in the hustle and bustle of daily grind, it takes a concerted effort to find time to stay at the top of new developments. like, should your brand worry about instagram threads? and your audience is also on tiktok? That is why you should take a minute to make sure you are clear on every social media of the user demographic platform, and review the best practices for business marketing strategies, too, of course, here at hootsuite we have compiled the most complete guides possible: we are not saying that you have to go in procedure of examination of the official-organic-chemical-year and absorb everything at once. Just take some reading breaks of professional development during that post-long light, and you will be sparkling with new insights and ideas in no time. 3. decide which data the social media content calendar should monitor how you understand what this beautiful beast will look like (and where it is going).k.a a permanent-open Chrome tab between Gmail and Slack) you want to map the information and functionality that this tool is going to provide to you. Maybe you're starting fresh for, let's say, your social face burglar for local indie rappers. In this case a simple spreadsheet could be made. But if you are managing a team of seven people with a dozen different brands than consumers, you are going to want something that can tell you who is doing what, when it is done, when it is approved, and when it is published, and then how it happened. (Spoiler: Sometimes a spreadsheet is not enough, that is why there is a list of all our favorite tools at the end of this article.) Then we suggest you start with the basic details: Date of the Platform (and time zone) Copy Visuals (e.g., photos, videos, illustration, infographics, gifs, etc.) Link to the heritage Link to the post published In addition, add more advanced details that you could potentially find useful. (You can always nix them later if they are redundant.) Details like: Specific platform format (for example, .post feed, IGTV, History, Survey, Live Streaming, Ads, Shoppable Messages, etc.) Vertical or campaign is affiliated with (for example, product launch, event, competitions, annual giving, general brand awareness, customer service, etc.) Geo-targeting (i.e., is global, North American, etc.) Value (i.e., is it a short-lived topic post or a large evergreen piece that could be recycled or cannibalized for parts along the line?) Paid or organic?paid, so additional budget details could be helpful) Has it been approved? Was it published? (If so, you want to include linking with your UTM?) Analysis and results (usually at this level of complexity you probably rely on analysis reports to contain and explain this information.) 4. Create a content library for your assets Some people like to call these content repository or databases of multimedia resources or digital asset banks. Regardless of what you call it, your provision of visual content should not be to live on your iPhone, or in a group of desktop folders marked "different socials." (Okay, at least don't hold them there permanently.) You can use Dropbox, Google Drive, or your company's internal network, or custom database software. A social media content library has some key features: It is large enough for large files; is accessible from the phone as well as the computer (trust me on this); It is easily shared with team members, but you can trust its privacy features; Provides links to individual files so that you can subscribe in your calendar (or maybe you interface with your calendar natively). The way you set up your content library is very important as the social media content calendar. The less you search around for the goods you have to do, the better. For example, the Hootsuite content library feature is seamlessly within the calendar function, so that you are barely aware that there are two different tools. Seeworks in the video below. 5. Establishing a workflow Ok, now that you have collected all possible information, is the time to start drawing in the bones of your daily, weekly and monthly social media cadence. You want to think about: Pro Tip: Once a social media workflow is outlined, consider documenting it in an easy-to-access place (for example, a separate tab in the spreadsheet of the social media calendar). The more complex your team, the more useful is to break down definitions and processes so that you are not answering texts from colleagues when you are supposed to be the beignets chomping in the French Quarter, or get a ret channel. This example from NGO Digital Opportunity Trust's social innovation shows how their communication team maintains a "guideline" tab in the calendar, with useful resources such as branding and connected official views. Source: Digital Opportunity Trust 6. Start creating your messages He's probably getting mad at ideas, right? Take some time to go through that old "mix social" folder and start pulling together some discreet messages. Bonus: Download our free and customizable social media calendar template to easily plan and program all your content in advance. Get the model now! While working, evaluate how your calendar feels. If it is ally and dirty, perhaps you want to compose back some of the details. Or maybe it is not quite detailed and you need to add some columns. (or maybe it's just... a little ugly, in that caseout our beautiful free models, in the next section.) Source: the author On the other hand, if you feel tired for posts going beyond next Tuesday, we have a social media content ideas cheat sheet right here. 7. Invite your team to review, and use their feedback to improve Now that you have sculpted the foundations of your organizational empire, it is time to reveal your work to the world, or at least to your colleagues. You want the calendar to be moderately intuitive, then send an invitation around people who need to use it every day (or every day you are on holiday). Ask them to pass through his rhythms, and schedule a meeting for everyone to connect on the results. You'll probably find some gaps. Everyone has the passwords they need? Do people understand UTM parameters? Do you have an unfinished hashtag molester on your team? Everyone knows how to find, download and upload the high-resolution infographic that the designer did for January 18th piece of leadership designed for LinkedIn? If not, can they easily understand? At the end of this step, you should have an airtight document that even the new team member can understand. 8. Start publishing (or program) As Rafiki says in Simba, it's time. Your social media calendar is ready to work. As you start constantly posting, you can understand that you are still taking the time to sit down and publish your posts manually. This is especially true if you are working with some high volume feeds. Incase, using a calendar that also has a programming function is your best bet. Examples of social media content calendar Perhaps you are wondering: what do these calendars look like at the end of the day? Well, we have some real life examples for you. 1. National Geographic Editorial Calendar To start, let's take a look at how high-level editorial eyes display long-range content planning. This is not a calendar of social media content, but editorial calendars of magazines are typically made with potential advertisers in mind. Their purpose is to give advertisers an idea of what is coming, issue for issue. These calendars are beautiful, concise, and only detail the biggest hook. Generally they also include public demographics and mission statements. If you are presenting to your superiors, or are an influencer trying to show your talents to potential brand partners, an editorial calendar may be a ticket. Source: National Geographic 2. Digital Opportunity Trust One of the most difficult things to find online — believe it — is like a real social media calendar seems. Luckily, the DOT's digital communications manager and engagement, Anne Patterson, made us slip some screenshots of what her team looks like day by day. The DOT social media content calendar is clean and succinct, allowing all their channels to be taken in a look—including their own platform, Innojo.All right. Meanwhile, the DOT content library card works as a self-explanatory pen that holds for inspiration, evergreen content, and future as-yet-unscheduled post. Source: DOT 3. Hootsuite Indoor Social Media Content Calendar Our third and last example is where we put our money where our mouth is. Find out what Hootsuite's internal social media team arrives on Google Sheets. Source: The Hootsuite Hootsuite social media team uses both Google Sheets and Hootsuite Planner. This sheet calendar (top) serves many channels with multiple messages per day. Users scroll horizontally to see different platforms, and vertically to see future or past dates. And when the posts go live, the text gets hit. (It's very satisfying.) In the meantime, the column "contained pillar / argument" is so important that it has its own key in a separate tab: Source: Hootsuite The team also maintains a "evergreen" card, ordered by platform, to maintain high quality resources at hand, regardless of the season. Source: Hootsuite According to Social Media Manager Amanda Wood, due to the large volume of content published by Hootsuite, Sheets is useful for drawing content in all channels, often very early. The team could insert post-marked posts (i.e., messages without copying, links or activities aimed at achieving the layman of the earth and guarantee a healthy mix of topics. The Hootsuite Planner, on the other hand, is where Hootsuite's targeted social media posts are mapped with their attached assets, infor planning and publishing. Source: Hootsuite Free editorial calendar and social media templates If you're ready to start, we have two Google Sheets models to take a look. Just open the link, make a copy and plan away. Model of social media publishing calendar This model is intended for the planning of individual content goods. Think blog posts, glossy video, new search, etc. In other words, this is where you plan the content for your social media efforts will promote. Create a new tab for each month and plan editorial content weekly. Click here to start using our editorial calendar model in Google Sheets. Social media content calendar model This calendar model makes space for the large four main platforms and focuses on a weekly scale. But it's highly customizable, and you're free to do it yourself. Like the editorial calendar above, just open the file and create your own copy. Make sure to create a new tab for each month, and plan editorial content week by week. Bonus: Download our free and customizable social media calendar template to easily plan and program all your content in advance. Among the many useful items in this calendar, make sure you do not miss the tab for evergreen content. This is a content repository for blog posts that always perform well on social, despite seasonality. Includes: Content Type Date of original publication (keep track of this so you know when it is time for aURL URL URL URL URL URL URL URL URL URL URL URL URL URL URL URL (The calendar of the walls of the firefighters? Microsoft Outlook? Do what you want!) Google Sheets Should we be at least list it? Yeah. Google The sheets are the microwave oven of your social media kitchen: you are not going to brag about it to your foodie friends, but life without it would be unnecessarily complicated. And while it might take a little extra time to start rolling with pivot tables (or just do the thing look decent), our practical social media calendar models at least take care of that second point. Trello. For simple, free and friendly social media calendar tools, it no longer becomes apparent than Trello. We like this because we already use it as our most beautiful list tool to do, and it is easy to add relevant files, links and notes. (It also has an add-on calendar view.) That said, what Trello offers in visuals lacks flexibility. If you have a team workflow that includes verification and approvals; or want to compile long-term analysis; or want to just want to be able to see everything at once—you want a more advanced tool. Hootsuite Planner Our favorite tool for social media content calendar, of course (you knew it was coming), is Planner Hootsuite. Also eclipse our trusted Google Sheets because you can publish directly from the calendar.get your visual overview, all your goods (copy, visuals, links) in one place. All you have to do is hit posts. (O, even better: program.) Once you plan your content calendar, use Hootsuite Planner to plan all your social media posts, interact with your followers and monitor the success of your efforts. Sign up today. Started

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