

Kate Wilson

EVENTS AND MARKETING

Kate's top ten tips for planning your social media calendar.

1. What type of content is your target customer looking for?
2. What type of content do they tend to view and share?
3. What questions do they usually ask about?
4. Develop and create ideas for educating as well as entertaining.
5. Use text, photo and video content that delivers value
6. Will the content be brand generated or co created?
7. Where will it be distributed?
8. How often will it be published?
9. Allow for some unscripted interactions.
10. Consider all important dates/events, popular themes and trending topics.

If you need help planning and delivering your social media plan, please get in touch with Kate today on 07307330123 or email kate@kweventsandmarketing.com

Kate Wilson

EVENTS AND MARKETING

| Social channel | MON Time/ Title/ Assets/ Tags/ Keywords | TUES Time/ Title/ Assets/Tags/ Keywords | WED Time/ Title/ Assets/Tags/ Keywords | THURS Time/ Title/ Assets/Tags/ Keywords | FRI Time/ Title/ Assets/Tags/ Keywords | SAT Time/ Title/ Assets/Tags/ Keywords | SUN Time/ Title/ Assets/Tags/ Keywords |
|----------------|---|--|---|---|---|---|---|
| <i>Insta</i> | <i>8.30am, image of high fiving hands #socialsupport #MotivationalMonday #smallbusiness #marketingsupport #Cheshire #nantwich #kweventsandmarketing</i> | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |