



Content & Promo Calendar

CALCULATE WHEN POSTS SHOULD FEATURE

Dates, Times, What platform, What content



What do you want to market or sell?

How often and what hours can you commit to promoting your products/services digitally?

Make a tangible plan.

- 1. Write in your calendar - what days will you post or advertise?**
- 2. What topic/item/service you will be concentrating on?**
- 3. Write down the text for your blurb if you are ready - that way you can schedule it into your digital social media calendar ready to go.**
- 4. Take note of the time of year for certain events, public holidays or celebration periods.**

This calendar includes all platforms you want to feature on. You will then have all the content in front of you for reference.



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ClickRegion.

Examples of entries:

MONTH: _____

DAYS: _____

	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			

2	2:00pm	Post on Instagram: Food shot of my favourite dish with local ingredients
10	9:00am	Newspaper ad: Submit recruitment advertisement
15	10:30am	Post on Facebook: Feature one of my awesome team (pic of them at work)

NOTES: