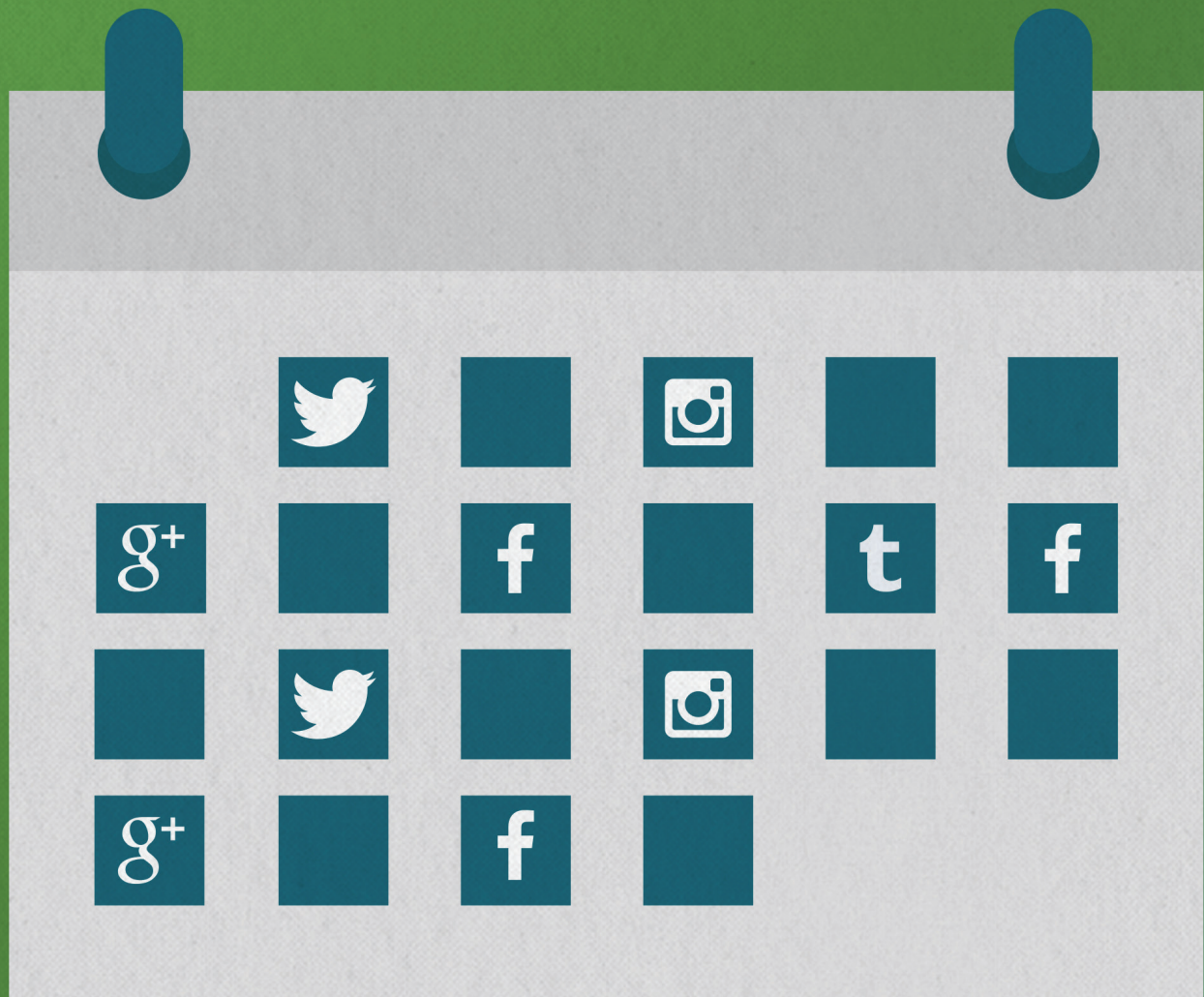


HOW TO CREATE AN EDITORIAL CALENDAR



HOW TO CREATE AN EDITORIAL CALENDAR

An editorial calendar is your road map to digital and social media marketing success. Take your goals, your brand and your resources into account and find what works best for you.

Look at what your sales and marketing goals are for the next month and break it down by week, based on best practices:

- Post to Facebook daily.
- Post to Twitter 3-5 times per day.
- Post to LinkedIn at least 2-3 times per week.
- Spend about 15 minutes each day on Pinterest.

1. Create a high level monthly goal

Look ahead to all of the holidays and events during the month. Plan ahead and think of all of the specials and new products you want to talk about. It is also helpful if you identify which thought leaders in your industry you want to share information from. You do not want to be self-promoting on all platforms every day – it's best to provide information with some self-promotion peppered in.

2. Map out your platforms

Decide how often you want to talk about these themes, holidays, promotions and new products on each platform, keeping the above goals in mind.

3. Day to day

Break down each day to show where and what you need to be posting.

Spending time up front to map out your plan will save you time on a daily basis so you're not scrambling looking for something to post each day.

October Week 3 Oct. 13 - 17	FACEBOOK	LINKEDIN	TWITTER	BLOG	BLOG CALL TO ACTION
	10/13		10/13	10/13	Download Now
	10/14	10/14	10/14		
	10/15		10/15	10/15	Learn More
	10/16	10/16	10/16		
	10/17		10/17	10/17	Contact Us