

CONTENT SCHEDULING GUIDE – BEGINNERS

DAILY	WEEKLY	MONTHLY
Update primary social media platforms: Twitter, Facebook, Instagram & LinkedIn	Write & schedule BAU social content	Reach out directly to new people on social media platforms
Respond to social comments & messages	Write & publish a blog post/newsletter	Create multimedia content i.e podcast or YouTube video
Listen, engage & interact with social media users	Check your social & website analytics/stats	Listen & instigate PR activity i.e. networking, speaking engagement or taking part in an interview

