Social Media Calendar
Posh PR & Events Month: October 6th-31st

Overall Theme & Goals for the Month: Promote Company through social media; gain followers for social media; gain potential clients through social media

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| **Tool / Media** | **Week 1 (6 Oct -11 Oct)** |  | **Week 2 (12 Oct – 18 Oct)** |  | **Week 3 (19 Oct – 25 Oct)** | **Week 4 (26 Oct – 31 Oct)**  |  |
| **Instagram** | Post pictures of Posh eventsPictures of clientsPictures of brand relevant informationFollow 15 people per week |  | Post pictures of Automotive SummitCreate a Posh hashtag convo. Post pictures of brand relevant quotesPost short videos of CEOFollow 15 people per week |  | Post throwback pictures of past events. Promote upcoming eventsPost brand relevant picturesPost pictures of clients with their social media handlesFollow 15 people per week | Post throwback pictures of past events. Promote upcoming eventsPost brand relevant picturesPost pictures of clients with their social media handlesFollow 15 people per week |  |
| **Twitter** | Inspirational quotesCreate #hashtag – include on every post on all social media Post relevant articles from PR journals and newsletters |  | Inspirational quotesBrand PhotosPost Articles |  | Inspirational quotesBrand PhotosPost ArticlesCreate Hashtag conversation | Inspirational quotesBrand PhotosPost Articles |  |
| **Facebook**  | Create Conversations via Facebook Status Sync with Instagram for photosPromote “Like” page on personal pages |  | Create Conversations via Facebook Status Sync with Instagram for photosPromote “Like” page on personal pages |  | Create Conversations via Facebook Status Sync with Instagram for photosPromote “Like” page on personal pages | Create Conversations via Facebook Status Sync with Instagram for photosPromote “Like” page on personal pages |  |
| **YouTube** | Post videos of eventsCreate vlogs at eventsCreate Promo videos for company as well as events |  | Post videos of eventsCreate vlogs at eventsCreate Promo videos for company as well as events |  | Post videos of eventsCreate vlogs at eventsCreate Promo videos for company as well as events | Post videos of eventsCreate vlogs at eventsCreate Promo videos for company as well as events |  |
| **Email Blasts** | Send Email blasts to other PR companies and relevant businesses/ potential clients |  | Send Email blasts to other PR companies and relevant businesses/ potential clients |  | Send Email blasts to other PR companies and relevant businesses/ potential clients | Send Email blasts to other PR companies and relevant businesses/ potential clients |  |

* Link Social Media sites to post on multiple networks at once

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| **Tool / Media** | **Week 1 Eval/Notes** |  | **Week 2 Eval/Notes** |  | **Week 3 Eval/Notes** |  | **Week 4 Eval/Notes** |  |
| Instragram |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |  |
| YouTube |  |  |  |  |  |  |  |  |