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

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **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 events  Pictures of clients  Pictures of brand relevant information  Follow 15 people per week |  | Post pictures of Automotive Summit  Create a Posh hashtag convo.  Post pictures of brand relevant quotes  Post short videos of CEO  Follow 15 people per week |  | Post throwback pictures of past events.  Promote upcoming events  Post brand relevant pictures  Post pictures of clients with their social media handles  Follow 15 people per week | Post throwback pictures of past events.  Promote upcoming events  Post brand relevant pictures  Post pictures of clients with their social media handles  Follow 15 people per week |  |
| **Twitter** | Inspirational quotes  Create #hashtag – include on every post on all social media  Post relevant articles from PR journals and newsletters |  | Inspirational quotes  Brand Photos  Post Articles |  | Inspirational quotes  Brand Photos  Post Articles  Create Hashtag conversation | Inspirational quotes  Brand Photos  Post Articles |  |
| **Facebook** | Create Conversations via Facebook Status  Sync with Instagram for photos  Promote “Like” page on personal pages |  | Create Conversations via Facebook Status  Sync with Instagram for photos  Promote “Like” page on personal pages |  | Create Conversations via Facebook Status  Sync with Instagram for photos  Promote “Like” page on personal pages | Create Conversations via Facebook Status  Sync with Instagram for photos  Promote “Like” page on personal pages |  |
| **YouTube** | Post videos of events  Create vlogs at events  Create Promo videos for company as well as events |  | Post videos of events  Create vlogs at events  Create Promo videos for company as well as events |  | Post videos of events  Create vlogs at events  Create Promo videos for company as well as events | Post videos of events  Create vlogs at events  Create 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

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