

# Millennial Marketing Formula

by Chelsea Krost

## 30 Day Social Media Content Calendar

Ready to save time and craft your social media content calendar 30 days in advance? Once you get your content calendar organized you will feel a great sense of relief and empowerment. Use this calendar template to gain inspiration for what kind of content to create for each social channel. It is always best to create and share various forms of social posts on each channel to give your audience a multitude of content to consume and engage with. Once you have completed your ideal content roll out, then it is time to create all of the assets, schedule your evergreen posts, and track each channel analytics. Happy Scheduling!

# JULY

## Types of Content:

- Third-party post
- Gif/Meme
- Link to Promotion
- Link to specific service
- Webinar/Video Trainings
- Blog post
- Quote
- Link to Real-time Industry News
- Up Coming Event
- Picture
- Tip/Hack
- Link to Industry Expert Content
- Media / Press
- Branded Graphic
- How To Tutorial
- Seasonal Posts
- Behind The Scenes
- Video FB Live
- Testimonials
- Product Review

SUN	MON	TUE	WED	THU	FRI	SAT
						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					

# NOVEMBER

## 2017

### Use Weekends To:

- schedule auto posts
- repurpose popular content
- re-share UGC
- engage your audience

# CONTENT CALENDAR INSPIRATION

S	M	T	W	T	F	S
			1 Participate in #Trending Industry Conversation	2 Video How To Tutorial	3 Friday Freebie Something of value for download	4
5 <i>Daylight Savings</i>	6 Inspirational Quote Monday Mantra	7 Run #Contest or Challenge	8 Share New Blog Post	9 Infographic Case Study Insight	10 <i>Veterans Day</i>	11
12	13 Happy Customer Review UGC	14 Tuesday Quick Tip	15 Spotlight Industry Influencer	16 #ThrowbackThursday Share Co. Milestone	17 Value Packed Webinar Training	18
19	20 Share Announcement Upcoming Event	21 Influencer Take Over	22 Holiday Special Discount	23 <i>Thanksgiving</i>	24 Promote Services #BlackFriday	25
26	27 FB LIVE Promote #CyberMonday Exclusive Offer	28 Join #Millennialtalk Twitter Chat 8pm ET	29 Create a Twitter Poll	30 Micro Video Micro Moment	Weekly Roundup Favorite Industry Posts	

# WHAT AND HOW OFTEN YOU SHOULD POST ON SOCIAL MEDIA

To help answer the question, "What should I post and how often?" we've created this graphic for you!



- **Minimum:** 3x per week
- **Maximum:** 10x per week
- **What content works best:** Visual posts, still imagery, short video, eye catching infographics, quotes, fun facts, quizzes and trivia.



- **Minimum:** 5x per day
- **Maximum:** none
- **What content works best:** Catchy still images, GIFS, how to's, quotes, industry insight, promotion of articles and blog posts, product updates, and new release updates.



- **Minimum:** 1x per day
- **Maximum:** 3x per day
- **What content works best:** Visual posts, short videos, product tutorials, how to tutorials, contests, user generated content, quotes, behind the scenes, product features, and giveaways.



- **Minimum:** 1x per week
- **Maximum:** 5x per week
- **What content works best:** Testimonials, DIY, tutorials, before and after, vlog, digital series, animal videos, and baby videos.



- **Minimum:** 2x per week
- **Maximum:** 5x per week
- **What content works best:** Industry insight, links to published posts, native articles published on LinkedIn, and videos.

# Plug and Play Captions

*see more options in your Plug and Play Caption BONUS*



- How can [YOUR AUDIENCE] do [ACTION] better with [YOUR PRODUCT/SERVICE]?
- [INSERT ACHIEVEMENT] in just [INSERT LENGTH OF TIME]?
- The best [INSERT TECHNIQUE] for [INSERT TASK] isn't what you think.



- That feeling when [INSERT ACTION]. #[INSERT HASHTAG]
- Time's running out! Sign up for [INSERT EVENT] by [INSERT DATE]. #[INSERT HASHTAG]
- No more [INSERT PROBLEM]. Say hello to [INSERT PRODUCT/SERVICE/FEATURE].



- Love [INSERT PRODUCT/HOBBY/TREND/ETC]? Then you'll love this. [INSERT PHOTO]
- What's going on at [INSERT YOUR COMPANY] today?
- Shout out to [INSERT FOLLOWER'S HANDLE] for this awesome pic! [INSERT PHOTO]



- [INSERT AUDIENCE] often struggle with [INSERT TASK]. Here's how [INSERT PRODUCT/SERVICE] turns [INSERT TASK] from failure to success.
- How did [INSERT YOUR COMPANY] achieve [INSERT ACHIEVEMENT] with [INSERT SOMETHING UNEXPECTED]?
- Be the best at [INSERT TASK] with this [INSERT CONTENT TYPE] from [INSERT SOURCE].

To further bring your Content Calendar to life check out these bonuses: **Canva, Animoto, & Post Planner Tutorial!**