



Social Media Calendar Creation

Learn how to create a social media content strategy, including a calendar to keep track of your monthly posts!



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Important Social Practices

CTA (Call to Action)

Here you are adding your CTA or Call to Action! The CTA serves as your overall goal of the post and aim of the strategy. What are you encouraging your customers to do? Some ideas and examples below:

- Visit our website to learn more information: <https://jellyacademy.ca/>
- Register for our upcoming semester through the link in our bio!
- Sign up for our next class today: <https://jellyacademy.ca/>
- Watch our latest video on YouTube
- Send us an email today!
- Call us to learn more! Phone number in our bio!
- Check out our TikTok for more fun suggestions!

Hashtags

Hashtags are a great way to increase reach and establish a specific brand. You can incorporate your #hashtags into a caption using specific #keywords. Or you can add them at the end of a caption to reach new accounts. For some specific events and campaigns, brands will create a unique hashtag that can be used to signify attendance or participation. We often see this trend with events or viral TikTok challenges. Some ideas for hashtags are below:

- Industry keywords
- Specific events or individual names
- Trends and challenges
- Names of a business or company

Content Categories

Having a set content theme for each week of your social media calendar is a great way to ensure that your brand is posting consistent content. By having these specific content themed days, you are making it easier to plan ahead and schedule social media content, as well as ensuring you are covering all intended topics and promotions. These themed days are strong guidelines but they are flexible if needed during a change in events or need for specific promotions.

Examples of weekday themes and ideas for some of these days are below:

Monday: Meet the Team Monday!

- Showcase the faces behind the brand
- Behind the scenes footage and content
- Company history and exciting milestones

Tuesday: Tip Tuesday

- Share your expertise in the industry by providing helpful tips!
- Depending on the industry, you can provide a weekly tip for the audience to implement and use at home

Wednesday: Event Promotions and Happenings

- Setting aside one day a week to promote specific upcoming events and happenings is a great way to be consistent in scheduling. This could be an event you are planning or perhaps a relevant industry event that would be of interest to your audience.

Thursday: #thursdaytrends

- Thursday trends is a great opportunity to capitalize on new trends on Tiktok, reels, and other social media channels. There are always new and current trends, so this offers an intentional day to act upon these ideas.

Friday: Fun Fridays!

- Behind the scenes or perhaps bloopers from past Reels! There are so many ways you can show the fun, human side of the business. This should always remain professional but can show more behind the scenes footage than typical posts!

Saturday and Sunday:

- Optional posting. If your company has weekends off, Saturdays and Sundays might be good days to not post. That being said, some industries such as entertainment and hospitality would strongly benefit from increased postings on popular weekend days.

The information above are all example themes and ideas. Posting five times per week is not the requirement, but we do recommend aiming for **3-4 posts weekly**.

Once you have created a generalized plan for your content calendar, you can begin planning a structured calendar! We suggest placing your ideas in a calendar template like the one on the following page.

Monthly Calendar

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Meet the team Monday!	Tip Tuesday	Event Promotions and Happenings	Thursday Trends	Fun Fridays!	Optional Post Day	Optional Post Day

Now that you have created your template and have an idea for the weekly themes, you can begin to place it in a monthly calendar template. On the following page, we have a monthly calendar example broken into several columns. Each of these columns represents a different social media channel or specific aspect of a social media post.

Depending on the social media channels you are using, make a column for each channel - example, Facebook, Twitter, Instagram, and LinkedIn. You can prep the caption for each platform, along with the corresponding image, in the [template here](#).

Some important notes regarding using the social media calendar template:

- If the caption is for Twitter, you will make it within the correct word count.
- If the caption is for Instagram, you will make sure links are removed and the caption directs to the link in bio!
- If the caption is for LinkedIn or Facebook, you will want to make sure the relevant tags are listed and links noted
- TikTok and Reels could be added in as well!

Once the calendar is complete, you can begin to schedule it with the social media scheduling platform of your choice! You can copy, paste, proofread and schedule! Using this calendar will save you time and energy while managing the social account of your company or client!

DATE	THEME	LINK/PHOTO	FACEBOOK	TWITTER	INSTAGRAM
Insert the intended date here	#Optional Post Saturday	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags
	#Optional Post Sunday	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags
	#Meet the team Monday!	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags
	#Tip Tuesday	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags
	#Events and promotions	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags
	#ThursdayTrends	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags
	#Fun Fridays	Add the desired image or link here	Create your Facebook caption Include: Account Tags Hashtags Links	Create your Twitter caption Include: Account Tags Hashtags Links	Create your Instagram caption Include: Account Tags Hashtags