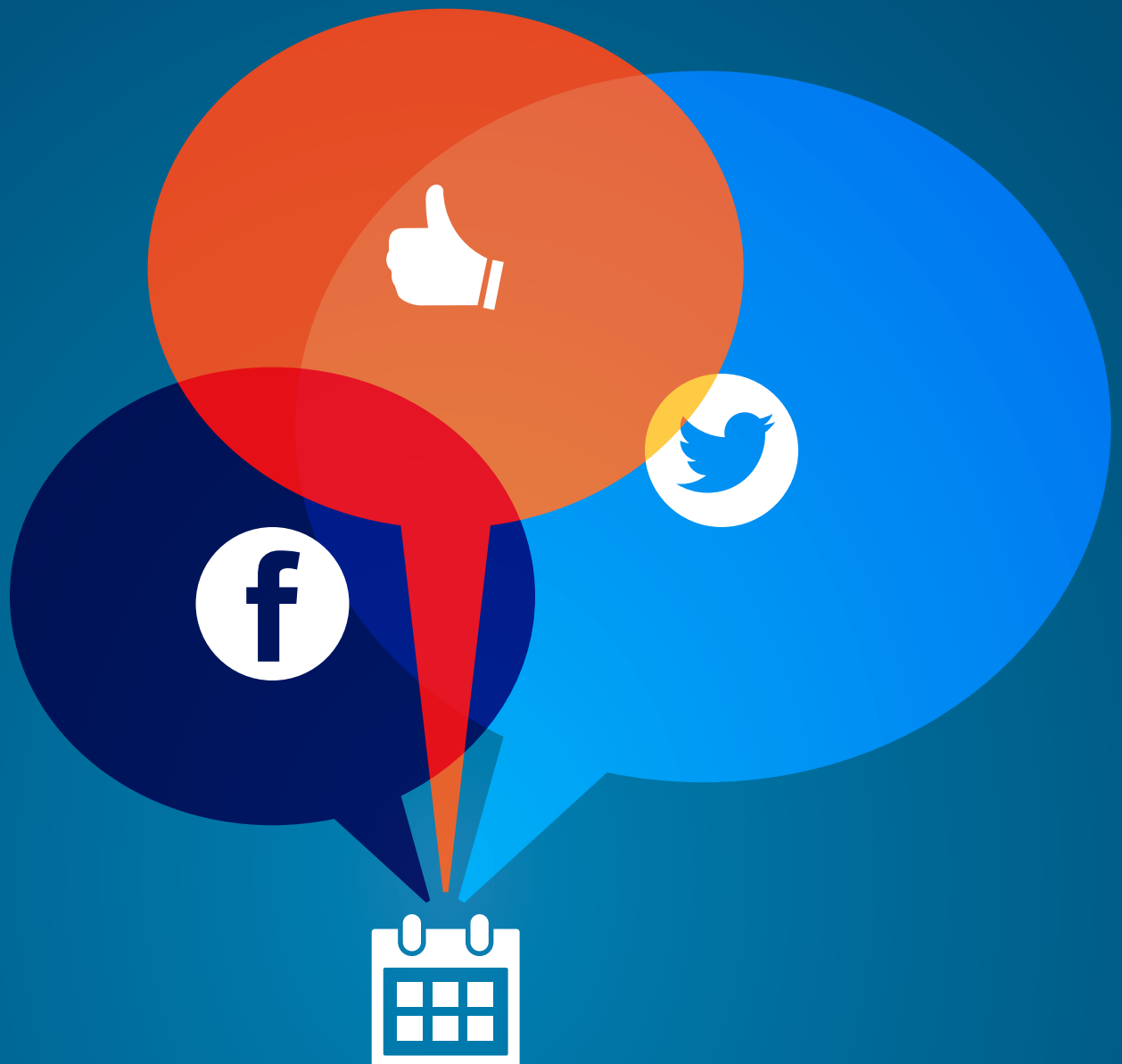


**UPTOWN  
STUDIOS**  
DESIGNS FOR SOCIAL CHANGE



**Set up & Implement Your  
Social Media Content Calendar  
in 5 Easy Steps**

While setting up an editorial calendar does require a chunk of time, this living document will prove to be a timesaver in the long run. Many organizations already use calendars for their marketing efforts, now it's time to apply that practice to social media.



# STEP 1

## LIST IMPORTANT DATES



### Company dates and events

List all events that your company is organizing or participating in.



### Industry dates and events

Research other major organizations in your industry and list their major events. Check for major conferences, trainings, and events that your audience may be interested in even if your organization isn't directly involved.



### National days, weeks, months and holidays

- America Recycles Day
- National Volunteer Week
- National Adoption Month
- National holidays

There are so many events to post about! Find the ones that mean something to your organization and add them to your content calendar.

Here's an idea of some of the many events you could add to your calendar:

[List of observances](#)

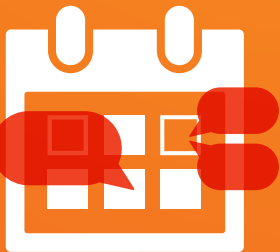
# STEP 2

## DETERMINE POST CONSISTENCY & TIMING



### How far in advance will you post about which events?

Determining the importance of each event will help you decide when to start posting about an event. We recommend posting about an event as soon as you have the details worked out then doing reminder posts and updates as new information becomes available. Don't post too often though. We'll get to the "ramp-up" period later!



### How often will you post about which events?

- Does your event have different phases?
- Do you need sponsors?
- Are you looking for volunteers?
- Are there different registration deadlines?

Ask these questions to help determine how often you will post about your event. For final registration of an event, we recommend weekly posts starting four to six months before the event, then ramping up the posts two weeks prior to the event, posting every other day on Twitter and several times on Facebook. Remember to switch up the content as often as possible, sharing different updates about the event!



### What events deserve multiple posts?

While a holiday might just get a single "Happy Thanksgiving" message, a big event with a registration or fundraising goal will have several posts. Determine which events on your calendar will get more than one mention.



### Which events will have follow up messages and when?

If you're just wishing someone a happy holiday, or mentioning an interesting event coming up over the weekend, maybe you don't need to do a follow-up post. But if your organization puts on a big event with goals, follow up after the event thanking participants and letting your audience know how the event went.

- Did you achieve your goals?
- Will there be another event next year?
- Did anything amazing happen worth sharing?

If an event was important enough to promote in advance, it's important enough to follow up on. Don't leave your audience hanging or feeling unappreciated.

# STEP 3

CREATE THEMES



## Create monthly themes:

- What does your organization focus on?
- What types of programs or products do you have that you can talk about?
- List your different focus areas and create monthly themes.
- Don't have 12? No problem, repeat themes after six months.

## Here's a look at Uptown Studios 2013 monthly themes:

- January & July - Websites
- February & August - Design & Creative Team
- March & September - Brand Development
- April & October - Video Production
- May & November - Social Media
- June & December - Green Alternatives

**MON**

#SocialMediaMonday

**WED**

#WienerWednesday

**FRI**

#FF

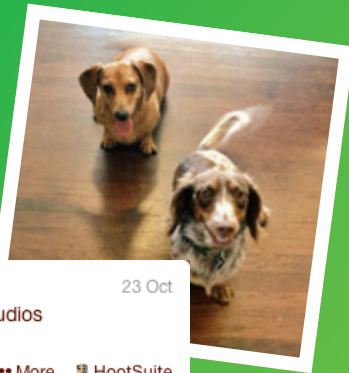
## Create daily themes:


Daily themes are nice for the content creator and viewer. They provide an easy post for content creators, and play into the craving for consistency that so many audience members have. Daily themes are something to post on particular days of the week. These themes may have correlated hashtags, or may not. Play around with some ideas and see how it goes!

## Examples:

- **Social Media Monday:** Every Monday we try to provide social media tips to our audience. #SocialMediaMonday
- **Wiener Wednesday:** Roxie the Doxie comes to the office every Wednesday and we love to share our love for her with our viewers! #WienerWednesday
- **Follow Friday:** #FF is a great way to give a shout out to other organizations that you support.

#WienerWednesday



 **Leidhra Johnson** @UptownLeidhra 23 Oct  
Young & in love. #wienerwednesday @UptownStudios  
[instagram.com/p/f0oSNQueGU/](https://www.instagram.com/p/f0oSNQueGU/)  
Collapse    ← Reply    ↻ Retweet    ★ Favorite    ⋮ More    📧 HootSuite

12:56 PM - 23 Oct 13 · Details

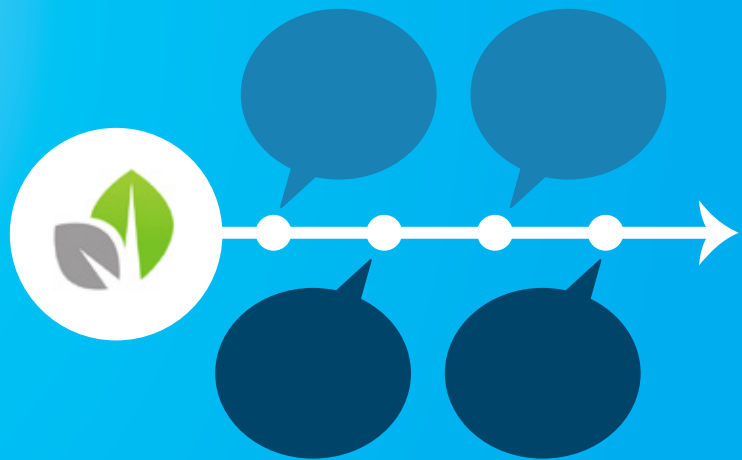
Reply to @UptownLeidhra @UptownStudios

#FF

 **Uptown Studios** @UptownStudios 7 Jun  
Green Sacramento! #FF @GreenwiseJV @SacRecycle @CalRecycle  
@SacTree @CleanWorld\_tech @CleanCitiesSac @SactoSustain  
@GreenSacBuilder

# STEP 4

## SCHEDULE POSTS & REMINDERS



Scheduling posts in advance is a great way to save time. Both Facebook and Twitter allow you to schedule updates to post at a later date and time. In addition to these built-in tools, there are several third-party tools and calendars to help you plan and implement your content calendar.

### Tools we like:



**Sprout Social** – GREAT tool for scheduling in advance. You could schedule more than a year in advance if you wanted! We recommend scheduling major events at the beginning of each month, then more posts the beginning of each week.



**HootSuite** – similar to Sprout Social, but has a FREE option!



**Google Calendar or iCal** – turn your content calendar into an online document with reminders! Nice way to make sure you don't forget to actually implement the dates you've taken time to strategize.

# STEP 5

## REVIEW & REVISE



**While we can plan for the future to a certain degree, we cannot predict it. Stay flexible and remember that your content calendar will be a living document – events will be added, cancelled, changed, etc. That's OK!**

- Remember to check your content calendar regularly, adding, removing and changing as needed.
- Do not let your content calendar dictate your posting. Use this as a guide, but don't let it stop you from posting relevant updates simply because they don't fit within the daily or monthly theme.
- Most importantly, **HAVE FUN!**





Uptown Studios has been a creative source in Sacramento since 1992 – a Sacramento-based visual communications firm specializing in website design, graphic design, video production and social media management and training. We do not outsource our work – it is done by our team in Sacramento, California.

Visit our website to find out more about us.

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