

Social Media Content Calendar Ideas

Use the below ideas as inspiration for your monthly social media content calendar

BUSINESS/PRODUCT PROMOTION	INSPIRATIONAL QUOTE	SHARE WHAT YOU ARE READING
SHARE A PRODUCT TESTIMONIAL	FUN FACT	CONTEST OR GIVEAWAY FOR YOUR TEAM
ASK A QUESTION	PRODUCT RELATED ARTICLE	SHARE A PRODUCT IN USE PICTURE
SHARE AN INTERESTING STATISTIC	TAKE A POLL	PROMOTE THE UPCOMING PRODUCT TRAINING WEBINAR
PROMOTE ANY UPCOMING CORPORATE EVENTS	RECOMMEND A HELPFUL TOOL	POST AN ANSWER TO A MEMBERS QUESTION
THANK YOUR FOLLOWERS	GO LIVE	SHARE A BEFORE/AFTER PHOTO
SHARE A TRAINING TIP	THROWBACK PHOTO	SHARE A CORPORATE POST
HIGHLIGHT AN INDUSTRY LEADER THAT YOU FOLLOW	PROMOTE YOUR OWN DEMO/WEBINAR	INDUSTRY ARTICLE

Aim to post on social media 4-5 times per week. Look at your analytics to figure out when people are visiting your Facebook page the most and tailor your posting times to this.