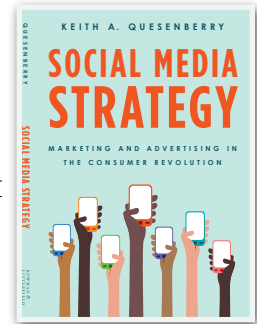# SOCIAL MEDIA CONTENT CALENDAR

What content is the target audience looking for? What type of content do they tend to view and share? What questions are they asking? Develop ideas for educational as well as entertaining text, photo, and video content that delivers value. Will the content be brand-generated or co-created? Where will it be distributed? How often will it be published? Devise a strategy that plans messages on a social media calendar, but also allows for live, unscripted interactions. Indicate theme, digital assets needed, tags/keywords, time by channel and audience.

Social Media Channel Target/Persona:	Mon. (time) Title/Theme: Assets: Tags/Keywords:	Tues. (time) Title/Theme: Assets: Tags/Keywords:	Wed. (time) Title/Theme: Assets: Tags/Keywords:	Thur. (time) Title/Theme: Assets: Tags/Keywords:	Fri. (time) Title/Theme: Assets: Tags/Keywords:	Sat. (time) Title/Theme: Assets: Tags/Keywords:	Sun. (time) Title/Theme: Assets: Tags/Keywords:

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