

Social Media Content Planner

October 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Ask a weird, random question like, "what came first - the chicken or the egg?"	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "7 Best Practices List" on a niche related topic.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page.	Ask followers to recommend and share your site or products.	Post an image or video of you and your product. Ask buyers to share their images as they use your items.
8	9	10	11	12	13	14
Have your followers fill in the blanks; "If someone made ___ I would ___."	Comment on a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.	Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"
15	16	17	18	19	20	21
Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.)	Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.)	Have followers finish the sentence "I wish more businesses..."	Comment on a status or post from one of your followers	Post a excerpt from a blog post (and link to the full post)	Reference a hot topic-related news article. Share your opinion. Point out what readers can learn from the piece.	Share a story that inspired you to start your business.
22	23	24	25	26	27	28
Have followers fill in the blank; "The best way to make me smile is to ___."	Give a "sneak peek" of an upcoming product/service. Create a limited-time "invite only" group to help you fine-tune & finalize the item.	Create a how-to guide and give it away on Facebook.	Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog.	Join a new topic related Facebook group.	Fun Friday - Share a funny topic related image. Ask readers/followers to give it a title.	Spotlight one of your "go-to" people. This may be a JV partner, peer, or mentor.
29	30	31				
Have your followers fill in the blanks; "If I had ___ I would ___."	Review a tool or service related to your niche. Or create a comparison post.	Thank your customers & followers. Or someone who shared a recent testimonial.				

More Ideas:

Social Media Content Planner

November 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Offer a shout out to your ___ (100th, 500th, etc.) follower.	Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page.	Ask followers to recommend and share your site or products.	Post an image or video of you and your product. Ask buyers to share their images as they use your items.
5	6	7	8	9	10	11
On LinkedIn, publish an original piece of content.	Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.	Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"
12	13	14	15	16	17	18
Ask a weird, random question like, "what came first - the chicken or the egg?"	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "Top 5 Must-have Tools List" for a niche related problem.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Start a debate on a controversial topic. Ask readers to present their rational/reasons.	Ask followers how they wind down after a long or trying day.	Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers.
19	20	21	22	23	24	25
Ask for feedback about a service you are considering offering.	Share why you started your business.	Share a link to a tool or app that helps readers solve a problem.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Have followers fill in the blank: "I know someone really cares when he/she ___."	Fun Friday - Start an "I Remember When..." post. Use an image or brief message to inspire others to reply & comment.	Spotlight one of your affiliates. Explain what makes the person stand out.
26	27	28	29	30		
Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions.	Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data.	Value followers. Ask questions like "What should I name my new ___ (product, service, puppy, boat, etc.)"	Post a seasonal, holiday, or special event selfie.	Ask, "When thinking about ___, what do you do consistently and what do you wish could do better?"		
More Ideas:						

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Social Media Content Planner

December 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to ___ is ___.	Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans
3	4	5	6	7	8	9
Have your followers fill in the blanks; "If someone invented __ I would ___."	Ask followers to fill in the blank - The story of my life could be told through __ (what movie, song, etc.)	Share helpful infographics (yours or someone else's)	Create a post series (week of ideas for __.)	Ask followers to complete - If I could be the CEO of any company, it would be ___ because...	Create a photo contest and ask followers to vote on their favorites.	Spotlight a customer. Share a good question, idea, or feedback from the person.
10	11	12	13	14	15	16
Ask "If I could add one feature to my product/service what would you want it to be?"	Recommend a helpful (free) tool you found. Tell the related story.	Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB.	Respond to a tag or mention.	Take a trip down memory lane & share old logos or images of your first product.	Share a comic strip relative to a niche topic, problem, solution, or action.	Promote an industry-related event
17	18	19	20	21	22	23
Have followers fill in the blank; "A sure sign of integrity is ___."	Recommend a helpful (free) tool you found. Tell the related story.	Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB.	Respond to a tag or mention.	Take a trip down memory lane & share old logos or images of your first product.	Share a comic strip relative to a niche topic, problem, solution, or action.	Promote an industry-related event
24	25	26	27	28	29	30
Post a excerpt from a blog post (and link to the full post)	Share Pinterest images on FB	Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live.	Link to a tutorial. This could include your FAQ or something on another website.	Spotlight a vendor you use. Share why you use them over all the others.	Fun Friday - Finish the Sentence - "If I only had _____. (Insert niche topic or problem) would be so much easier."	Spotlight a friend or family member and tell how the person helps or encourages you behind the scenes.
31	More Ideas:					
Offer a challenge: 7 days to ___ (then post an update every day)						

Social Media Content Planner

January 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans.	Post a excerpt from a blog post (and link to the full post)	Share Pinterest images on FB	Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live.	Link to a tutorial. This could include your FAQ or something on another website.	Spotlight a vendor you use. Share why you use them over all the others.
7	8	9	10	11	12	13
Have your followers fill in the blanks; "If someone invented ___ I would ___."	Ask followers to fill in the blank - The story of my life could be told through ___ (what movie, song, etc.)	Share helpful infographics (yours or someone else's)	Create a post series (week of ideas for___.)	Ask followers to complete - If I could be the CEO of any company, it would be ___ because...	Create a photo contest and ask followers to vote on their favorites.	Spotlight a customer. Share a good question, idea, or feedback from the person.
14	15	16	17	18	19	20
Ask "If I could add one feature to my product/service what would you want it to be?"	Recommend a helpful (free) tool you found. Tell the related story.	Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB.	Respond to a tag or mention.	Take a trip down memory lane & share old logos or images of your first product.	Share a comic strip relative to a niche topic, problem, solution, or action.	Promote an industry-related event
21	22	23	24	25	26	27
Create an exciting post that resonates with your followers' emotions and memories.	Ask followers to finish the sentence. Ex. How would you handle...?	Has a colleague, JV partner, news media or authority site mentioned you? Share it.	Post a video of Your fun side (it doesn't all have to be business)	Remind readers about a limited-time offer you sent out via email.	Fun Friday - Share a funny mistake you made. Ask your followers to try and top it.	Spotlight a friend or family member and tell how the person helps or encourages you behind the scenes.
28	29	30	31			
Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get ___."	Like a page or website that covers topics beyond your expertise/scope (i.e. parenting teens vs. parenting the new baby)	Offer a challenge: 7 days to ___ (then post an update every day)	Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to ___ is ___.			
More Ideas:						

Social Media Content Planner

February 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.
4	5	6	7	8	9	10
Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Ask a weird, random question like, "Do you prefer crunchy or smooth?"	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "5 Mistakes List" on a niche related topic.
11	12	13	14	15	16	17
Have followers finish the sentence - "The thing I love the most about (your site or group name) is..."	Share an opinion piece from a thought leader in your niche.	Offer a challenge: Write 5 favorite _____. Post each day for accountability.	Share an inspiring YouTube video. Mention how it relates to a niche principle or topic and remind follows they can read more on your website. Include your link.	Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?"	Fun Friday - Create/play a "search my site" game with followers. Ask them to find something & share the link in their social media timeline.	Ask, "What is your best reply when you are asked ____?"
18	19	20	21	22	23	24
Ask followers - "If you were a flower/plant, what kind would you be and why?"	Create and share a slideshow based on a hot topic in the news or your latest product/service.	Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.)	Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.)	Post a excerpt from a blog post (and link to the full post)	Fun Friday - Share 5 fun (little-known) facts about a niche topic.	Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you).
25	26	27	28			
Share the names & links to 5 online magazines (or tip mailing lists) that you just love.	Post a list of your "secret" tips (with links). These might be new or under-performing mailing lists.	Ask readers to fill in the blank - "I always feel appreciated when someone ____."	Have your followers fill in the blanks: "If someone made ___ I would ____."			

More Ideas:

Social Media Content Planner

March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
				Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog.	Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you'll be attending)	Spotlight a customer, affiliate, team member, or JV partner.
4	5	6	7	8	9	10
Join a new topic related Facebook group.	Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest)	Ask a question. (What was your experience...?)	Repost an evergreen piece from your archives (link to a blog post, something you've tweeted or shared before, etc.)	Create a "Top 5" post. 5 Tips to...	Fun Friday: share something funny (a meme, comic strip, etc.) Do this regularly and create a hashtag for it.	Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?)
11	12	13	14	15	16	17
Have followers fill in the blanks; "The best way to get me to ___ is to ___."	Give a "sneak peek" of an upcoming product/service.	Post a poll related to your industry or company to show followers you value their opinions.	Share an encouraging or empowering quote. ...and tell what it means to you.	Share some breaking news about your industry or something that impacts it.	Link to something you've posted on your blog.	Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.)
18	19	20	21	22	23	24
Share an opinion piece from a thought leader in your niche.	Have your followers fill in the blanks; "If I had ___ I would ___."	Review a tool or service related to your niche. Or create a comparison post.	Thank your customers & followers. Or someone who shared a recent testimonial.	Create a 'myth busting' post about something that your niche faces.	Fun Friday - Share a funny fall image. Ask readers to share their own.	Spotlight a customer. Share a good question, idea, or feedback from the person.
25	26	27	28	29	30	31
Celebrate a company milestone - business anniversary, customer count, team member birthday, etc.	Link to /share news about a new post on your blog	Ask, "What strategy has worked best for you when it comes to ___."	Feature a niche keyword on an image with a definition or quote. Link to a post or site category where readers can learn more.	Create a "Top 5" post. 5 Things to do instead of...	Fun Friday - Post about your favorite comedian. Tell how he/she has influenced you/your niche. Ask your readers what comedian influenced them.	Create a how-to guide and give it away on Facebook.
More Ideas:						

Social Media Content Planner

April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
On LinkedIn, publish an original piece of content.	Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.	Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"
8	9	10	11	12	13	14
Have followers finish the sentence - "The top 3 things I've learned here are..."	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "Top 5 Must-have Tools List" for a niche related problem.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Start a debate on a controversial topic. Ask readers to present their rational/reasons.	Ask followers how they wind down after a long or trying day.	Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers.
15	16	17	18	19	20	21
Ask for feedback about a service you are considering offering.	Share why you started your business.	Share a link to a tool or app that helps readers solve a problem.	Write a prediction post. Explain your reasoning. Ask what followers think and why.	Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies.	Fun Friday - Share a funny image and thought provoking, relative quote.	Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you).
22	23	24	25	26	27	28
Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions.	Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data.	Value followers. Ask questions like "What should I name my new ___ (product, service, puppy, boat, etc.)"	Post a seasonal, holiday, or special event selfie.	Ask, "When thinking about ___, what do you do consistently and what do you wish could do better?"	Fun Friday - Share 5 ways readers can have fun today.	Spotlight one of your "go-to" people. This may be a JV partner, peer, or mentor.
29	30	More Ideas:				
Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page.	Write about the worst or first joke you ever heard or told as an adult or child.					

Social Media Content Planner

May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
		Post an excerpt from a blog post (and link to the full post)	Share Pinterest images on FB	Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live.	Link to a tutorial. This could include your FAQ or something on another website.	Spotlight a vendor you use. Share why you use them over all the others.
6	7	8	9	10	11	12
Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to ___ is ___.	Create a 'truth or fiction' post and ask your followers to guess which it is.	Share helpful infographics (yours or someone else's)	Create a post series (week of ideas for___.)	Ask followers to complete - If I could be the CEO of any company, it would be ___ because...	Create a photo contest and ask followers to vote on their favorites.	Spotlight a customer. Share a good question, idea, or feedback from the person.
13	14	15	16	17	18	19
Ask "If I could add one feature to my product/service what would you want it to be?"	Recommend a helpful (free) tool you found. Tell the related story.	Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB.	Respond to a tag or mention.	Take a trip down memory lane & share old logos or images of your first product.	Share a comic strip relative to a niche topic, problem, solution, or action.	Promote an industry-related event
20	21	22	23	24	25	26
Create an exciting post that resonates with your followers' emotions and memories.	Ask followers to finish the sentence. Ex. What would you do if...?	Has a colleague, JV partner, news media or authority site mentioned you? Share it.	Post a video of Your fun side (it doesn't all have to be business)	Remind readers about a limited-time offer you sent out via email.	Fun Friday - Take a poll (Which of these is most important to you?)	Spotlight one of your affiliates. Explain what makes the person stand out.
27	28	29	30	31		
Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get ____."	Like a page or website that covers topics beyond your expertise/scope (i.e. parenting teens vs. parenting the new baby)	Offer a challenge: 7 days to ____ (then post an update every day)	Share an 'expert' tip. This could be one of your own or from one of your "go-to" people.	Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans.		

More Ideas:

Social Media Content Planner

June 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you'll be attending)	Spotlight a customer, affiliate, team member, or JV partner.
3	4	5	6	7	8	9
Have followers finish the sentence - "The top 5 things I appreciate are..."	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Ask a weird, random question like, "sandals or bare feet?"	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "5 Mistakes List" on a niche related topic.
10	11	12	13	14	15	16
Have followers finish the sentence - "The thing I love the most about (your site or group name) is..."	Share an opinion piece from a thought leader in your niche.	Offer a challenge: Write a 5 favorite _____. Post each day for accountability.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?"	Invite followers, friends, and fans to join one of the niche topic groups you joined, like, & recommend.	Share what you will be doing on a personal level today & what you'll do, or let followers know on Monday.
17	18	19	20	21	22	23
Post a excerpt from a blog post (and link to the full post)	Reference a hot topic-related news article. Share your opinion. Point out what readers can learn from the piece.	Share a story that inspired you to start your business.	Share a link to a tool or app that helps readers solve a problem.	Write a prediction post. Explain your reasoning. Ask if followers agree or disagree and why.	Ask "What is your favorite method of _____?"	Spotlight a friend or family member and tell how the person helps or encourages you behind the scenes.
24	25	26	27	28	29	30
Ask followers - "If you were a car, what kind would you be and why?"	Create and share a slideshow based on a hot topic in the news or your latest product/service.	Share a list of the last 5 niche websites you used in research. Ask readers what they think about each.	Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.)	Post a excerpt from a blog post (and link to the full post)	Fun Friday - Create a niche related word search, word scramble, or puzzle. Offer it as a free pdf download.	Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog.

More Ideas:

Social Media Content Planner

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
Have followers fill in the blanks; "The best way to get me to ___ is to ___."	Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest)	Ask a question. (What was your experience...?)	Repost an evergreen piece from your archives (link to a blog post, something you've tweeted or shared before, etc.)	Create a "Top 5" post. 5 Tips to...	Fun Friday: share something funny (a meme, comic strip, etc.) Do this regularly and create a hashtag for it.	Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?)
8	9	10	11	12	13	14
Have followers finish the sentence - "The thing I love the most about (your site or group name) is..."	Share an opinion piece from a thought leader in your niche.	Offer a challenge: Write 5 favorite _____. Post each day for accountability.	Share an inspiring YouTube video. Mention how it relates to a niche principle or topic and remind follows they can read more on your website. Include your link.	Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?"	Fun Friday - Create/play a "search my site" game with followers. Ask them to find something & share the link in their social media timeline.	Ask, "What is your best reply when you are asked ____?"
15	16	17	18	19	20	21
Ask for feedback about a service you are considering offering.	Share why you started your business.	Share a link to a tool or app that helps readers solve a problem.	Write a prediction post. Explain your reasoning. Ask what followers think and why.	Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies.	Fun Friday - Share a funny image and thought provoking, relative quote.	Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you).
22	23	24	25	26	27	28
Have followers finish the sentence - "The top 5 things I appreciate are..."	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you'll be attending)	Fun Friday - Play "first word." Write a niche related word or phrase. Ask readers to reply with the first word that comes to mind.	Spotlight a customer, affiliate, team member, or JV partner.
29	30	31	More Ideas:			
Promote your latest product, service, or freebie with, "The first 50 people to retweet/share this get ____."	Like a page or website that covers topics beyond your expertise/scope (i.e. parenting teens vs. parenting the new baby)	Post a excerpt from a blog post (and link to the full post)				

Social Media Content Planner

August 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Share Pinterest images on FB	Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live.	Link to a tutorial. This could include your FAQ or something on another website.	Spotlight a vendor you use. Share why you use them over all the others.
5	6	7	8	9	10	11
Ask followers to share their favorite.... (Tip, quote, piece of advice, etc.)	Give a "sneak peek" of an upcoming product/service.	Post a poll related to your industry or company to show followers you value their opinions.	Share an encouraging or empowering quote. ...and tell what it means to you.	Share some breaking news about your industry or something that impacts it.	Link to something you've posted on your blog.	Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.)
12	13	14	15	16	17	18
On LinkedIn, publish an original piece of content.	Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.	Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"
19	20	21	22	23	24	25
Have followers fill in the blanks; "I refuse to ___ if/when ___."	Value followers. Ask questions like "What should I name my new ___ (product, service, puppy, boat, etc.)"	Post a seasonal, holiday, or special event selfie.	Ask, "When thinking about ___, what do you do consistently and what do you wish could do better?"	Highlight the benefits/ways your products/business are better/different from your competition.	Fun Friday - Ask a trivia question about your company or the niche.	Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you).
26	27	28	29	30	31	
Ask a question. (What was your experience...?)	Repost an evergreen piece from your archives (link to a blog post, something you've tweeted or shared before, etc.)	Create a "Top 5" post. Issues related to niche... Ways to... Tips for... Things to do....	Share something funny (a meme, comic strip, etc.)	Share an image on Pinterest & Instagram. Tweet about it.	Share a tip or explain something "how to get the most out of".	
More Ideas:						

Compass Consulting

Social Media Content Planner

September 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
						Offer a challenge: 7 days to ____ (then post an update every day)
25	3	4	5	6	7	8
Ask followers to fill in the blanks. Set the topic for specifics. Ex. My biggest pet peeve when it comes to ____ is ____.	Share pictures of an industry or group event you attended recently. Tag and/or describe each so it's meaningful to your fans.	Post a excerpt from a blog post (and link to the full post)	Share Pinterest images on FB	Host a short Q&A event. Ask attendees to send in questions a week before the event. Answer the most asked questions live.	Link to a tutorial. This could include your FAQ or something on another website.	Spotlight a vendor you use. Share why you use them over all the others.
9	10	11	12	13	14	15
Ask "If I could add one feature to my product/service what would you want it to be?"	Recommend a helpful (free) tool you found. Tell the related story.	Search for hashtags related to your niche and share customer photos, etc. on Pinterest, Instagram, or FB.	Respond to a tag or mention.	Take a trip down memory lane & share old logos or images of your first product.	Share a comic strip relative to a niche topic, problem, solution, or action.	Promote an industry-related event
16	17	18	19	20	21	22
Have followers fill in the blank: "I just don't understand ____."	Share helpful infographics (yours or someone else's)	Create a post series (week of ideas for____)	Ask followers to complete - If I could be the CEO of any company, it would be ____ because...	Upload photos from your weekend, vacation, etc. so people can get to know the person behind the business.	Create an exciting post that resonates with your followers' emotions and memories.	Ask followers to finish the sentence. Ex. What would you do if...?
23	24	25	26	27	28	29
Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest)	Ask a question. (What was your experience...?)	Repost an evergreen piece from your archives (link to a blog post, something you've tweeted or shared before, etc.)	Create a "Top 5" post. Issues related to niche... Ways to.... Tips for... Things to do....	Share something funny (a meme, comic strip, etc.) Do this regularly and create a hashtag for it.	Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?)	Spotlight a customer. Share a good question, idea, or feedback from the person.
30	More Ideas:					
Have followers fill in the blank: "I wish we had known about ____ back when ____."						

Social Media Content Planner

October 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
	Share a little known fact about you or your business. Encourage readers to share their own related info.	Celebrate a company milestone. Did you recently meet a goal? Business anniversary, etc.	Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest)	Ask a question. (What was your experience...?)	Repost an evergreen piece from your archives (link to a blog post, something you've tweeted or shared before, etc.)	Create and share a slideshow based on a hot topic in the news or your latest product/service.
7	8	9	10	11	12	13
Have your followers fill in the blanks: "If someone made ___ I would ___."	Comment on a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.	Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"
14	15	16	17	18	19	20
Ask a weird, random question like, "what came first - the chicken or the egg?"	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "7 Best Practices List" on a niche related topic.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page.	Ask followers to recommend and share your site or products.	Post an image or video of you and your product. Ask buyers to share their images as they use your items.
16	17	18	19	20	21	22
Post a excerpt from a blog post (and link to the full post)	Reference a hot topic-related news article. Share your opinion. Point out what readers can learn from the piece.	Share a story that inspired you to start your business.	Share a link to a tool or app that helps readers solve a problem.	Write a prediction post. Explain your reasoning. Ask if followers agree or disagree and why.	Ask "What is your favorite method of ___?"	Create a list of books that may be beneficial to your followers.
22	23	24	25	26	27	28
Share an opinion piece from a thought leader in your niche.	Offer a challenge: Write 5 new _____. Post each day for accountability.	Share an inspiring YouTube video. Mention how it relates to a principle or topic and remind follows they can read more on your website. Include that link.	Ask "What 3 topics do you want to know more about?"	Put a spin on Throwback Thursday. Ask, "What is not working for you and you wish you could just throw back?"	Fun Friday - Create/play a "search my site" game with followers. Ask them to find something & share the link in their social media timeline.	Spotlight one of your "go-to" people. This may be a JV partner, peer, or mentor.
29	30	31	More Ideas:			
Share a list of your other social accounts so people can follow you in multiple places (YouTube, Twitter, FB, Google+, LinkedIn, Quora, etc.)	Update an archived post. Share it along with why you chose to update it (new data, new experience, etc.)	Give a "sneak peek" of an upcoming product/service. Create a limited-time "invite only" group to help you fine-tune & finalize the item.				

Social Media Content Planner

November 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			Create a how-to guide and give it away on Facebook.	Share recent statistics from the industry. Create an infographic to share on various sites as well as your blog.	Talk about a favorite podcast you listen to. (or an upcoming podcast or webinar you'll be attending)	Spotlight a customer, affiliate, team member, or JV partner.
5	6	7	8	9	10	11
Join a new topic related Facebook group.	Offer a coupon specifically for a set of followers (only twitter or only those who see your coupon image on Pinterest)	Ask a holiday or seasonal question. "What is/was the best/worst part of...(insert holiday or season)?" Relate it to a niche specific topic/problem.	Repost an evergreen piece from your archives (link to a blog post, something you've tweeted or shared before, etc.)	Create a "Top 5" post. 5 Creative ways to...	Fun Friday: share something funny (a meme, comic strip, etc.) Do this regularly and create a hashtag for it.	Share a behind-the-scenes image on Pinterest & Instagram. Tweet about it. (your weekly planner or ?)
12	13	14	15	16	17	18
Ask followers to share their favorite.... (Tip, quote, piece of advice, etc.)	Give a "sneak peek" of an upcoming product/service.	Post a poll related to your industry or company to show followers you value their opinions.	Share an encouraging or empowering quote. ...and tell what it means to you.	Share some breaking news about your industry or something that impacts it.	Link to something you've posted on your blog.	Create a list of groups that may be beneficial to your followers. (Facebook, LinkedIn, Google+, etc.)
19	20	21	22	23	24	25
Share an opinion piece from a thought leader in your niche.	Have your followers fill in the blanks; "If I had ___ I would ___."	Review a tool or service related to your niche. Or create a comparison post.	Thank your customers & followers. Or someone who shared a recent testimonial.	Create a 'myth busting' post about something that your niche faces.	Fun Friday - Share a funny fall image. Ask readers to share their own.	Spotlight one of your affiliates. Explain what makes the person stand out.
26	27	28	29	30		
Celebrate a company milestone. Did you recently meet a goal? Business anniversary, etc.	Link to /share news about a new post on your blog	Ask, "What strategy has worked best for you when it comes to ___."	Feature a niche keyword on an image with a definition or quote. Link to a post or site category where readers can learn more.	Create a buzz about your upcoming website post. Share the link to your newsletter sign-up page.		
More Ideas:						

Social Media Content Planner

December 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
					Ask followers to recommend and share your site or products.	Post an image or video of you and your product. Ask buyers to share their images as they use your items.
3	4	5	6	7	8	9
On LinkedIn, publish an original piece of content.	Mention or comment about a business in the news, which also shares your business ethics or your readers' concerns.	Mention what you are working on. This creates anticipation for interested readers.	Share a book that gave you a deeper understanding of a complex concept. Review it on your site, and link to it.	Create a how-to guide and give it away on Twitter.	Follow up on a website article/post by mentioning additional info or ideas only on one of your social media platforms.	Ask, "What was the most helpful thing you learned today?"
10	11	12	13	14	15	16
Ask a weird, random question like, "what came first - the chicken or the egg?"	Talk about a popular trend related to your niche. Ask readers how they feel about the trend - agree or disagree.	Create and share a "Top 5 Must-have Tools List" for a niche related problem.	Highlight or define a niche related word or phrase. Pair the word/phrase with an image to make it memorable.	Start a debate on a controversial topic. Ask readers to present their rational/reasons.	Ask followers how they wind down after a long or trying day.	Reference a hot conversation on a different platform (i.e. Twitter.) Start the conversation with your Facebook followers.
17	18	19	20	21	22	23
Ask for feedback about a service you are considering offering.	Share why you started your business.	Share a link to a tool or app that helps readers solve a problem.	Write a prediction post. Explain your reasoning. Ask what followers think and why.	Ask "What is your favorite method of communication?" Add options to a simple poll or encourage longer replies.	Fun Friday - Share a funny image and thought provoking, relative quote.	Spotlight a team member. Share 3 ways the person's skills or attitude benefits the reader (and you).
24	25	26	27	28	29	30
Describe an organizational issue you and your audience have. Refer them to a solution you want to try. Ask for their thoughts/opinions.	Create a timeline or case study for your niche. Use infographics, charts, etc. to give visual representation of the data.	Value followers. Ask questions like "What should I name my new ___ (product, service, puppy, boat, etc.)"	Post a seasonal, holiday, or special event selfie.	Ask, "When thinking about ___, what do you do consistently and what do you wish could do better?"	Fun Friday - Share 5 ways readers can have fun today.	Spotlight a customer, affiliate, team member, or JV partner.
31	More Ideas:					
Create a "Top 5" post. Issues related to niche... Ways to.... Tips for... Things to do....						

NOTES: