

Unscramblet Social Media Calendar/Planner

One of the hardest things about posting on social media is knowing where to post, what to post, and how much to post. It's one thing to try to follow "rules" or do what "the experts" say, but it's something totally different to be authentic about your posting and make sure you support your own goals. That's what this planner is about.

Part 1: What are my goals this week?

The following events or launches are coming up that I want to promote.

- 1.
- 2.
- 3.

I have these product(s) that I would like to promote.

- 1.
- 2.
- 3.

These are the things that you want to promote on social media. Great. We'll come back to this.

But you don't want your social media feed to be nothing but promotion. It's important to engage with your audience, to share things with them that educate and entertain. Many social media experts will talk about the "rules", such as the 80/20 or 10/2 rule, meaning that for every 80% (or 8 posts) you do, you can then post 20% (or 2) posts that are selling. The truth is such rules aren't hard and fast, and it really depends on your audience. However the intent is a good one. You want to share, entertain, and engage more than you want to say "buy my stuff".

How can you entertain, educate, and engage with your audience? Use the boxes below to jot down your ideas.

Entertain	Educate	Engage
<i>Share memes. Share pictures. Share personal stories.</i>	<i>Your blog posts. How-to. Sharing resources.</i>	<i>Ask questions. Get involved.</i>

Now, go to the excel sheet and start filling out your schedule. Happy posting!