

GET YOURSELF
KNOWN, LIKED,
TRUSTED

SOCIAL MEDIA TIMETABLE EXAMPLE

SC

	Comms Type	/	How	Method/ Where
Mon	EDUCATIONAL		Written blog or written post on chosen subject	Written - LkdIn, FB, Blog
Tue	ENGAGEMENT		Question or Poll about your subject or write in forum	Written - LkdIn, Insta, FB
Wed	LEAD GENERATION		Top Tips or useful content WITH SIGNUP & DOWNLOAD	Video / Images - All social media
Thu	CREDABILITY		Review or testimonial or news on upcoming service	Video / graphics - All social media
Fri	ADVERTISING		Sales page. Post on chosen subject with call to action	Canva/web design - All social media

- Pick a topic and keep to it (I suggest promote 1 service/product per week).
- Do not worry if you can't do each day, but I recommend you try 3 days
- Try apps like “Buffer” to timetable and post to multiple sites

