

SOCIAL MEDIA CONTENT CALENDAR

TOBY KNOWS

March 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <b>PROMOTION</b> Talk about a special or other promotion coming up & explain how viewers can obtain more info.	2 <b>PROVIDE AN EXAMPLE</b> Provide an example of how your product or service can benefit the buyer.	3 <b>BEHIND THE SCENES</b> Thank a mentor or colleague and acknowledge the impact they have had on your company.	4 <b>ASK A QUESTION</b> Ask your followers to make a positive suggestion about how you could better serve them.	5 <b>SHARE A POST</b> Share something meaningful from a friend, mentor or influencer and tag them along with a compliment about their content.	6 <b>REFERRAL REQUEST</b> Politely ask clients who have received value from your product or service to refer you to a friend.
7 <b>CUSTOMER APPRECIATION</b> Share one of the new animated video quotes from the Customer Appreciation section of the content library. Boost the post for extra engagement.  <a href="#">Choose Video from Content Library</a>	8 <b>INDUSTRY TIPS</b> Describe a pain point that affects customers within your industry and talk about how your company solves it.	9 <b>FAVORITE THINGS</b> Share your favorite magazine, website or news outlet in your industry. Make sure you tag them too.	10 <b>PRODUCT / SERVICE SHOWCASE</b> Choose a popular product / service and ask viewers to tag a friend who would benefit or enjoy it.	11 <b>CONTENT CURATION</b> Share an informative article from within your industry.  <a href="#">FREE SAMPLE TEMPLATE, SEE SHEET 2</a>	12 <b>FACEBOOK LIVE</b> Do a Facebook Live to show or talk about one of your products or services.  <a href="#">Select a Facebook Live Image</a>	13 <b>FILL IN PROMPT</b> Share one of the new images from the Fill-in Prompt section of the content library to get additional viewer engagement.  <a href="#">FREE SAMPLE TEMPLATE, SEE SHEET 2</a>
14 <b>THROWBACK TIME</b> Share an old photo of yourself, employee or product from when you started your company.	15 <b>BRAND BUILDING</b> Talk about 'the why' behind you launching your brand.	16 <b>CONTENT CURATION</b> Find a relevant video on YouTube, post a link to it & ask for feedback.  <a href="#">Link to YouTube</a>	17 <b>BRAND ETHICS</b> Post a one-liner about how your brand's reputation matters to you and how it influences your decisions and actions.  <a href="#">Choose Image from Content Library</a>	18 <b>PRODUCT / SERVICE SHOWCASE</b> Showcase a client who has bought your product/service and the results that they achieved.	19 <b>DEMONSTRATE EXPERTISE</b> Share a recent trend that has emerged in your niche.	20 <b>CURRENT MOOD</b> Share one of the new graphics from the Current Mood section of the content library and ask your followers to share their current mood.  <a href="#">FREE SAMPLE TEMPLATE, SEE SHEET 2</a>
21 <b>THOUGHT OF THE DAY</b> Share a thoughtful quote and ask your followers what is foremost in their minds right now.  <a href="#">Choose Image from Content Library</a>	22 <b>SOCIAL REPOST</b> Ask your followers for their opinion on a post from the past.	23 <b>BUILD YOUR LIST</b> Offer a simple incentive for people to follow you on your social media page(s).	24 <b>WISDOM WEDNESDAY</b> Share some personal wisdom & use the Call To Action (CTA) "Tag a friend who would appreciate this". #WisdomWednesday  <a href="#">Choose Image from Content Library</a>	25 <b>PROMOTION</b> Encourage your viewers to share this post in order to get others together for a Group Buy Offer.	26 <b>HOT TOPIC</b> Mix things up with a post about something dear to your heart.	27 <b>ANSWER AN FAQ</b> Create a post that preempts and overcomes your most common sales objection.  <a href="#">FREE SAMPLE TEMPLATE, SEE SHEET 2</a>
28 <b>HIGHLIGHT A BENEFIT</b> Choose a feature of your product / service and highlight one of the main benefits derived from it.	29 <b>INSPIRATIONAL QUOTE</b> Post an Inspirational Quote and talk about something that inspired you in your life.  <a href="#">Choose Image from Content Library</a>	30 <b>SHOUT OUT</b> @Mention your favorite influencer and tell your followers what they can learn from them.	31 <b>PHOTO OF THE MONTH</b> Find an emotive photo at reshot.com & ask your followers the feeling they get when they see it.  <a href="#">Link to Reshot</a>			

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THE 8-STEP CONTENT MIX

Inform | Educate | Entertain | Engage | Humanize | Build Rapport | Demonstrate Value | Sell Your Stuff

RESOURCES



Free Photo Libraries



Free Graphic Design Tools



Recommended Posting Tool




See Page 2 for Free Sample Templates



GO UNLIMITED!

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[-> tobyknows.com/memberships](https://tobyknows.com/memberships)

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DATE			GOAL / CATEGORY	IDEA	SUGGESTED TEXT	IMAGE	ALTERNATIVES
<p>March 2021</p> <p><small>*Upgrade to Unlimited Membership to get DAILY post templates, 2000+ graphics, performance-boosting guides &amp; more!  <a href="https://tobyknows.com/memberships">-&gt; tobyknows.com/memberships</a></small></p>							<p><b>TOBY KNOWS</b></p>
Thursday	March	4th	Engage / Ask A Question	Ask your followers to make a positive suggestion about how you could better serve them.	<p>Here at (insert company name) we're all about constant improvement.</p> <p>We'd love to hear about your suggestions as to how we could better serve you. Let us know in the comments below!</p> <p>#WeCare                      #QuestionTime                      #YourOpinionMattersToUs                      #ThursdayThoughts</p>	Use one of your own product / service images or choose from the free photo library (see link in footer)	<a href="#">Select a Question Image</a>
Saturday	March	13th	Engage / Fill-In Prompt	Share one of the new images from the Fill-in Prompt section of the content library to get additional viewer engagement.	<p>Fill in the blank: Your first car was a _____?</p> <p>#FirstCar                      #FillInTheBlank                      #YourCompanyName</p>	<a href="#">Download this Fill-in Prompts Image</a>	<a href="#">Click here for alternative posts in this category</a>
Saturday	March	20th	Build Rapport / Current Mood	Share one of the new graphics from the Current Mood section of the content library and ask your followers to share their current mood.	<p>The current mood here today is ...</p> <p>(insert image)</p> <p>What's yours?</p> <p>#HowAreYouFeeling                      #CurrentMood                      #SaturdayMood</p>	<a href="#">Select a Current Mood Image</a>	n/a
Saturday	March	27th	Educate / Answer An FAQ	Create a post that preempts and overcomes your most common sales objection.	<p>It's quite common for our prospective customers to think (insert objection) but it all goes away when they realize (insert answer to objection).</p> <p>Direct Message us if you have any questions!</p> <p>#YourIndustry                      #WeAreHereForYou                      #YourCompanyName</p>	Use one of your own product / service images or choose from the free photo library (see link in footer)	n/a
<p><b>WANT TEMPLATES EVERY DAY?</b>  <a href="https://tobyknows.com/memberships">-&gt; tobyknows.com/memberships</a></p>							
<p><b>RESOURCES</b></p> <p>  <a href="#">Free Photo Libraries</a>  <a href="#">Free Graphic Design Tools</a>  <a href="#">Recommended Posting Tool</a> </p> <p><small>Copyright Toby Knows 2021. All rights reserved.</small></p>							