

SOCIAL MEDIA CONTENT CALENDAR

TOBY KNOWS

April 2021

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|--|---|---|--|---|--|
| | | | | 1 APRIL FOOLS DAY! Pull a light hearted prank on a loved one or work colleague, film it, and post it. | 2 INDUSTRY TIPS Provide an industry tip that will save your clients money. | 3 PRODUCT SHOWCASE Post a link to your personal favorite product / service and explain why. |
| 4 EASTER SUNDAY Offer your Easter greetings & encourage your viewers to pass them on. Choose Image from Content Library | 5 INSPIRATIONAL QUOTE Share an inspirational quote & use the Call To Action (CTA) "Tag a friend who would be inspired by this". Choose Image from Content Library | 6 BRAND BUILDING Provide some background to how your company name was chosen. | 7 GOOD DEEDS Announce a donation or publicize the cause of a charity that you support. Tag the charity in your post. FREE SAMPLE TEMPLATE, SEE SHEET 2 | 8 TESTIMONIAL Ask your followers to rate your product or service from 1 to 5 stars. | 9 PROMOTION Run a flash sale that is exclusive to your social media followers. | 10 ANSWER AN FAQ Invite your followers to ask you any question about your business or industry. FREE SAMPLE TEMPLATE, SEE SHEET 2 |
| 11 POSITIVITY QUOTE Share a quote on Positivity & ask your followers what makes them feel most positive. Choose Image from Content Library | 12 BUILD YOUR LIST Incentivize followers to contact you via Direct Message. | 13 CONTENT CURATION Search your industry news sites for a breaking story and share it to your page. Ask your viewers for their opinion. | 14 PRODUCT / SERVICE SHOWCASE Provide a clear reason why your product or service is better than your competitors. | 15 JUST FOR FUN Choose an image from the Just For Fun section of the Content Library & ask viewers to tag the first person who comes to mind. Choose Image from Content Library | 16 HIGHLIGHT A BENEFIT Summarize the top 3 benefits that clients enjoy from using your product / service. | 17 FILL-IN PROMPT Use a "fill in the blank" question to encourage engagement from your viewers. Choose Image from Content Library |
| 18 CROSS PLATFORM PROMOTION Post a link to one of your other social media platforms with a follow request. | 19 MOTIVATIONAL MONDAY Post a quote chosen from the "Motivational Monday" category in the Content Library. Choose Image from Content Library | 20 PRODUCT SHOWCASE Post a video or photo showing your product / service in action or the end result obtained. | 21 DEMONSTRATE EXPERTISE Talk about a common mistake that you see being made in your industry that many newcomers are making. | 22 PROVIDE AN EXAMPLE Talk about an example of how you were able to solve a previous customers problem with one of your products/services. | 23 BRAND ETHICS Share a quote on Brand Ethics & use the Call To Action (CTA) "Tag a friend or client who is always ethical." | 24 FUNNY STORY Lighten the mood with your favorite one-liner. Click here to choose a One-Liner |
| 25 KINDNESS & EMPATHY QUOTE Select a quote from the Content Library that will help spread a little kindness in the World. FREE SAMPLE TEMPLATE, SEE SHEET 2 | 26 QUESTION TIME Ask a fun question designed to lighten the mood (hint: choose from the "50 Simple Questions" content guide) Choose Image from Content Library | 27 CLIENT SHOWCASE Ask your customers to share a photo of ways that your product or service is used. | 28 PROMOTION Offer a one-time discount in return for following and sharing your page. | 29 OPTIMISM Share a piece of optimistic advice that you once received. | 30 PHOTO OF THE MONTH Find an aspirational photo from any of the photo libraries in Toby's Toolbox, explain why you are drawn to it & invite your followers to comment. Link to Toby's Toolbox | |

APR

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THE 8-STEP CONTENT MIX
Inform | Educate | Entertain | Engage | Humanize | Build Rapport | Demonstrate Value | Sell Your Stuff

RESOURCES



See Page 2 for Free Sample Templates

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| DATE | | | GOAL / CATEGORY | IDEA | SUGGESTED TEXT | IMAGE | ALTERNATIVES |
|-----------|-------|------|-----------------------------------|---|---|---|---|
| Wednesday | April | 7th | Humanize / Good Deeds | Announce a donation or publicize the cause of a charity that you support. Tag the charity in your post. | <p>We've been great admirers of the charity (@tagcharity) and the work that they do.</p> <p>We'd like to dedicate today's post to them to help publicize their cause.</p> <p>Check them out at: (insert link to their website)</p> <p>#Charity #CharityBeginsAtHome #HumpDay</p> | Use one of the charities images or their logo from their website | Select a general Charity Image |
| Saturday | April | 10th | Educate / Answer An FAQ | Invite your followers to ask you any question about your business or industry. | <p>Got Questions</p> <p>We are throwing this post open for you to ask us whatever you want about our industry, our products or our company.</p> <p>Fire away!</p> <p>#SmallBusinessSaturday #AskUsAnything #YourCompanyName</p> | Use one of your own product / service images or choose from the free photo library (see link in footer) | Select a Question Image |
| Wednesday | April | 21st | Educate / Demonstrate Expertise | Talk about a common mistake that you see being made in your industry that many newcomers are making. | <p>A common mistake we see being made in our industry by "less experienced" operators is (insert common mistake).</p> <p>If you don't like paying people to make mistakes for you, visit our website today: (insert link)</p> <p>You'll be glad that you did.</p> <p>#ExperiencePays #YourIndustry #YourCompanyName</p> | Use one of your own product / service images or choose from the free photo library (see link in footer) | Select a Mistake Image |
| Sunday | April | 25th | Engage / Kindness & Empathy Quote | Select a quote from the Content Library that will help spread a little kindness in the World. | <p>"Be kind to unkind people, they need it the most."</p> <p>if you agree!</p> <p>#Sunday #SundayThoughts #KindnessGoesALongWay</p> | Download this Kindness Quote Image | Click here for alternative posts in this category |

WANT POST TEMPLATES FOR EVERY DAY?
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RESOURCES

Free Photo Libraries

Free Graphic Design Tools

Recommended Posting Tool

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