



MONTHLY SOCIAL PLAN

Days of social media

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Month: _____

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MONTHLY SOCIAL PLAN

Types of content to share

Motivational quote

(Create a graphic with your logo)

Profile your club

(Your product or service)

Articles

(Share relevant industry news)

Behind the scenes

(People in your club, events)

Helpful tips

(Strategies, tricks, & tips for ease)

Curated content

(Share other people's content)

Video

(Training, say hello, share tips)

Story

(Share some inspiration)

Profile your club

(Share an offer, discount)

Testimonials

(Share reviews, happy customers)

Questions

(FAQs, ask for feedback, ask questions)

Profile your business

(Share a blog or other content)

Training

(Share expertise via a video, host live training)

List building

(Share an offer or freebie to subscribers)

Day theme

(eg. Throwback Thursday-old picture, event)

- + Consider using online scheduling tools for ease in placement and management of social media activity across various platforms.

For more how to's and guides on management of your social media accounts for your club access the PCA Google Drive.