

Creating a Content Calendar

It seems like every morning the world we knew the day before has shifted gears and by evening it's changed direction again. In times like these, it can be difficult to string together 280 characters for a single tweet let alone an entire day's worth of social content. It's times like these when it pays to have a content calendar you can fall back on.

Granted, depending on what happens during the day, you very well may have to alter your plan at the last minute, but that doesn't mean your plan was wasted. As the saying goes, if we don't plan to succeed then we're planning to fail.

Social media managers are walking a fine line with their communication strategies right now. Our consumers still want to hear from us, but we have to make sure the messages we're putting out there are correct.

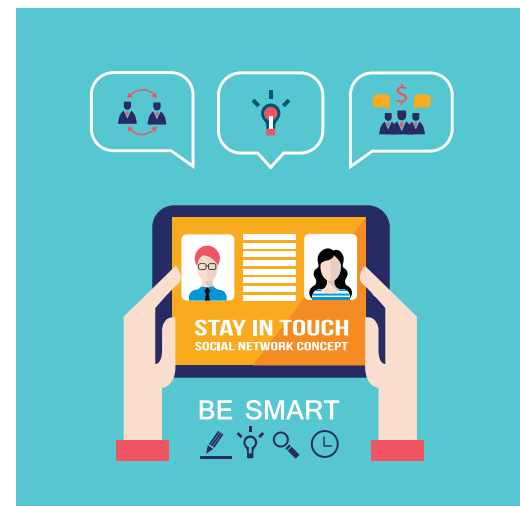
Thankfully, if you're open, empathetic and there to support your customers, then you can retain the relationships you've built with them. Keep those themes in mind when you're creating your content—open, empathetic, and supportive. Then take those themes and apply them to each specific social network.

Instagram, for example, is very casual. It's the perfect place to share informal pictures of your new work from home mullet uniform (the one that's all business on top and sweat pants on the bottom).

LinkedIn is more professional. That's where you can discuss how your business is handling the challenges COVID-19 has thrown at us. Facebook and Twitter are somewhere between, and will depend entirely on your audiences there.

The question then becomes, how much content should you plan on posting? The answer is different on each network. On LinkedIn, for example, you can get away with posting just a few times a week, but Twitter is a fire hose of activity and requires more frequent updates.

Here are some general posting guidelines for the biggest social networks. Keep in mind that your mileage may vary and you'll likely need to tweak these numbers to fit your followers' preferences.



- **Facebook:** 5 times per week
- **LinkedIn:** 2 times per week
- **Twitter:** 5 times per day
- **Instagram:** 3-4 times per week

“Five times a day?” You say. “How am I supposed to post that often?”

Don't worry. Social media is a bite-size medium and it's easy to squeeze a lot of life out of every bit of content. Think of social feeds not as linear narratives but as news tickers. It's okay to repeat yourself as long as you're repackaging your messages.

Let's say you've written an article about how your business is adjusting to new social distancing regulations. You should announce this to all of your followers as soon as the blog goes live. Then, a few hours later, remind Twitter about your article.

Share a quote from your blog and super-impose it over a relevant image. The next day, ask a question and present your blog as the answer. Mix it up, keep it fresh and sprinkle those tweets of wisdom throughout your calendar.

Don't be afraid to dive into your archives, either. Do you have an old blog post about a topic that's relevant? Hashtag “Throwback Thursday” and you're good to go!

Align your posts with your company's other marketing efforts. Are you releasing a new product? That's a good week's worth of social content right there.

CONTENT CALENDARS

Do this right now: open your business calendar and schedule a recurring meeting with yourself every month. This is your content creation time.

It takes effort to prepare an entire month's worth of social posts and blocking off a chunk of time will help you focus.

You can find plenty of calendar templates with a simple Google search, but [Hootsuite](#) put together our favorite. (That link offers a plethora of helpful templates beyond the calendar. [Be sure to check it out.](#))

ADDITIONAL RESOURCES

[How to Build Your Social Media Marketing Strategy for 2020](#)

[Create Impressive Images for Social Media with Adobe Spark](#)

[9 Social Media Templates to Save You Hours of Work](#)