

The
2019
Content
CALENDAR

PET INDUSTRY EDITION



WWW.BUSINESSWONDERLAND.CO.UK

Hello!

A huge thank you for purchasing the 2019 Pet Industry Content Calendar. I'm really excited to help you plan out some epic content for social media, your blog, emails and even pitching to the press.

I've helped hundreds of business owners use online marketing to drive visitors to their website, and convert them into paying customers. And nearly every one of them faced the same struggle – they didn't know what to post to their social media, on their blog, or send in their emails.

Wracking your brains for fresh content ideas can be stressful and overwhelming. It can also be very time consuming if you don't plan ahead. A content calendar brings everything together in one place.

I first created a content calendar back in 2016 and I can't tell you what a difference it made to my social media channels and the opportunities it opened up to me. I also love how much time it saved me when planning out my content.

In this pet industry edition, I have included some "other" days that you may be able to include into your social media schedule. You may have to think a little outside the box on how you could relate them to your pet business.

If you need any help with the content calendar or have any questions, please email me at katie@businesswonderland.co.uk

Katie
x

Use the awareness days, national days, holidays and celebrations to create a constant stream of leads and sales for your business. Create content and blogs that will make people want to visit your social media channels and website. That means creating regular and consistent content the your ideal client will love and the press will want to feature.

Step 1. Use the calendar to map out awareness days, national days, holidays and celebrations that you can use in your business for the year ahead. I've included a printable in this content calendar pack to help you.

Step 2. Plan out when content needs to be created by or what date you need to pitch to publications by. This will allow you to approach media well in advance or create the content in advance.

Step 3. Set time aside monthly or weekly to plan what content you are posting on social media, blogs and emails. This will allow you to be organised for the month or week ahead. No more thinking or panicking about what you are going to post on social media every morning. You'll want to schedule your social media at least a week in advance to keep you organised. It will also save you lots of time. You'll then only need to go back to reply to comments.

So many business owners say they don't have time for social media, this is just an excuse. If you aren't consistent and providing valuable content on social media it is unlikely that your business will grow. Think of it as your shop window online.

How to create a social media strategy

Before you start creating content for your business, there are some important things to address first.

1. Your Ideal Client

Understanding who your ideal client is so important. You may have several Ideal Clients for your business but it's much more easier to create content for just one ideal client.

Is your Ideal client:

Male/Female or both?

Age range

Where are they located?

What are their interests?

What social media platforms are they on?

What do they do in their spare time?

What books/magazines/blogs do they read?

What is important to them?

What are their dislikes?

What can they relate to?

Answer all of the questions above with your one ideal client in mind.

2. Set Goals

What do you want to achieve from your social media accounts?

Would you like:

An engaging audience?

Awareness?

Turn fans into clients?

Become an influencers?

Create a community?

Or perhaps its all of the above.

Set yourself milestone goals e.g. I want to increase my Instagram following by 100 each month to increase my brand awareness and drive traffic to my website.

What is your milestone goal for your social media accounts?

3. Frequency

Decide how often you will post on social media and how often you will blog.

It's important to be consistent when posting on your social media accounts, especially if you want to increase engagement and awareness.

If you would like to grow your accounts, please see the table below for the top five social media platforms frequency.

| Social Media Platform | Frequency | Tip |
|-----------------------|--------------|---|
| Facebook | 2-4 per day | If your Facebook Page is under 10k page likes post frequently on a daily basis to keep audience engaged |
| Twitter | 5-6 per day | Join in Twitter chats to increase engagement |
| LinkedIn | 2-4 per week | Monday-Friday post blogs, articles and industry news |
| Instagram | 1-3 per day | Imagery is important. Create a magazine for your business. Aim to use 30 hashtags per post |
| Pinterest | 5-6 per day | Pin both original and other users content |

How frequently do you want to post on your social media platforms?

Facebook_____

Twitter_____

LinkedIn _____

Instagram_____

Pinterest_____

4.Content Buckets

Content buckets are a great way to ensure you don't run out of content and build up content that you can grab to fill in your social media schedule. If you struggle with what to post out on a daily basis, you could try themed days e.g Tip Tuesday, Testimonial Thursday, Behind the scenes Saturday etc.

Use the content bucket printable (included in this pack) to fill up different categories. Once the content buckets is full for all your categories you can start creating your social media schedule very quickly and easily.

The Important bits

There are over 1,200 national days. I've tried to include as many as I possibly can within The 2019 Content Calendar. Including monthly and weekly themes.

As there is not just one data based for awareness days, it is difficult to ensure that all dates are correct at the time of publication. Rest assured, I have checked, double and tripled check to ensure that these dates are correct. However, some dates may change or new dates may be added which are out of my control.

Calendar Key

N. = National

I. = International

G. = Global

W. = World



MONTHLY & WEEKLY THEMES FOR 2019

JANUARY

MONTHLY THEMES

VEGANAUARY

National Bath Safety Month
National Black Diamond Month
National Blood Donor Month
National Braille Literacy Month
National Hobby Month
National Hot Tea Month
National Mentoring Month
National Oatmeal Month
National Slow Cooking Month
National Soup Month
National Sunday Supper Month

WEEKLY HOLIDAYS & OBSERVANCES

Diet Resolution Week, 1-7
New Year's Resolutions Week, 1-7
Hunt For Happiness Week, 14-20
Healthy Weight Week, 14-20
Sugar Awareness Week, 14-20
Clean Out Your Inbox Week, 21-25

FEBRUARY

MONTHLY THEMES

Black History Month
Canned Food Month
National Bake for Family Fun Month
National Bird Feeding Month
National Children's Dental
Health Month
National Heart Month
National Library Lovers Month
National Weddings Month
National Embroidery Month

WEEKLY HOLIDAYS & OBSERVANCES

African Heritage and Health Week, 4-10
Children's Authors and Illustrators Week, 4-10
Celebration of Love Week, 11-17
Freelance Writers Appreciation Week, 11-17
National Secondhand Wardrobe Week, 11-17
Random Acts of Kindness Week, 11-17
Brotherhood / Sisterhood Week, 18-24
National Engineers Week, 18-24
Through With The Chew, 18-24



MONTHLY & WEEKLY THEMES FOR 2019

MARCH MONTHLY THEMES

| | |
|---|--|
| National Breast Implant Awareness Month | National Frozen Food Month |
| Asset Management Awareness Month | National Kidney Month |
| Endometriosis Awareness Month | National Noodle Month |
| Irish-American Heritage Month | National Nutrition Month |
| Multiple Sclerosis Awareness Month | National Peanut Month |
| National Caffeine Awareness Month | National Sauce Month |
| National Brain Injury Awareness Month | National Trisomy Awareness Month |
| National Celery Month | National Umbrella Month |
| National Cheerleading Safety Month | National Women's History Month |
| National Craft Month | National Colorectal Cancer Awareness Month |
| National Credit Education Month | National Music in Our Schools Month |
| National Flour Month | National Professional Social Work Month |

WEEKLY THEMES AND OBSERVATIONS

National Write a Letter Appreciation Week – 1-7
National Cheerleading Week 2-8
National Pet Sitters Week – 2-8
Endometriosis Awareness Week – 2-8
National Consumer Protection Week – 2-8
National Procrastination Week – 2-8
National Sleep Awareness Week – 2-9
Read an E-Book Week – 8-13
Women in Construction Week – 8-13
Universal Women's Week – 8-14
National Aardvark Week – 9-15
National Wildlife Week – March 18-21
National Animal Poison Prevention Week – 16-22
National Introverts Week -16-22



MONTHLY & WEEKLY THEMES FOR 2019

APRIL MONTHLY THEMES

English Language month
National Decorating month
Sexual assault month
Stress awareness month
National poetry month
National Parkinson awareness month
Lawn and garden month

WEEKLY THEMES AND OBSERVATIONS

aPAWS International Pooper Scooper Week - 1-7
National Public Health Week – 1-7
Animal Control Officer Appreciation Week, 7-14
Crime Victim's Rights Week – April 7-14
National Library Week – April 7-14
Oral, Head and Neck Cancer Awareness Week – 7-14
National Pet ID Week – 15-21
National Infant & Toddler Immunisation Week – 23-29
National Volunteer Week – 16-23
Administrative Professionals Week – 22-28,
National Princess Week – April 22-28
Sky Awareness Week – April 22-28
Every Kid Healthy Week – April 22-28



MONTHLY & WEEKLY THEMES FOR 2019

MAY MONTHLY THEMES

National dental care awareness month
Celiac disease awareness month
National stroke awareness month
National mental health awareness month
National bike month
National military awareness month
National photograph month
National Lyme disease month
National water safety month
Melanoma awareness month

WEEKLY THEMES AND OBSERVATIONS

Small Business Week – 6-12
National Wildflower Week: 6-12
Choose Privacy Week: 6-12
Screen-Free Week: 6-12
Nurses Week: 6-12
National Pet Week – 5-13
North American Occupational Safety & Health Week 5-13
Public Service Recognition Week – 5-13
National Hospital Week – 6-12
Teacher Appreciation Week – 6-10
National Etiquette Week – 13-19
National Salvation Army Week – 13-19
Police Week: 13-19
Public Works Week: 13-19
National Emergency Medical Services Week: 20-26
American Craft Beer Week – May 13 – 19



MONTHLY & WEEKLY THEMES FOR 2019

JUNE MONTHLY THEMES

National Dj Month
Men's Health Month
LGBTQIA Pride Month
Aquarium Month
National Adopt a Cat Month
National Fresh Fruit and Vegetables Month
National Candy Month
National Camping Month
National Country Cooking Month
National Dairy Month
National Great Outdoors Month
National Iced Tea Month
National Papaya Month
National Safety Month
National Soul Food Month

WEEKLY THEMES AND OBSERVATIONS

National Gardening Week – 3-9
National Fishing and Boating Week – 1-8
National Little League Week – 3-9
National Right of Way Professionals Week – 10-16
National Nurse Assistants Week – 13-20
National Flag Week – 10-16
National Play Catch Week 17-23
Men's Health Week – 10-16
Universal Father's Week – 17-23
Lightning Safety Awareness Week – 24-30



MONTHLY & WEEKLY THEMES FOR 2019

JULY MONTHLY THEMES

World Watercolor Month
National Anti-Boredom Month
National Baked Bean Month
National Cell Phone Courtesy Month
National Culinary Arts Month
National Grilling Month
National Horseradish Month
National Hot Dog Month
National Ice Cream Month
National Independent Retailer Month
National July Belongs to Blueberries Month
National Picnic Month
Unlucky Month for Weddings

WEEKLY THEMES AND OBSERVATIONS

National Farriers Week – 15 – 21
Everybody Deserves a Massage Week – 8-14
National Zoo Keeper Week – 15-21
National Parenting Gifted Children Week – 15-21
National Moth Week – 22-28
National Farmers Week 15-21



MONTHLY & WEEKLY THEMES FOR 2019

AUGUST MONTHLY THEMES

National Wellness Month
National Crayon Collection Month
Family Fun Month
National Catfish Month
National Eye Exam Month
National Golf Month
National Peach Month
National Water Quality Month
Romance Awareness Month
National Goat Cheese Month
Happiness Happens Month
National Sandwich Month
National Panini Month
National Brownies at Brunch Month
Get ready for Kindergarten Month
Black Business Month
National Immunisation Awareness Month
Children's Eye Health and Safety Month
International Peace Month
MedicAlert Awareness Month
Motorsports Awareness Month
Spinal Muscular Atrophy Awareness Month
National Back to School Month

WEEKLY THEMES AND OBSERVATIONS

National Cleanse Your Skin Week – 5-11
International Clown Week –5-11
National Farmers Market Week – 5-11
National Bargain Hunting Week – 12-18
National Minority Donor Awareness Week –5-11
Simplify Your Life Week – 5-11
National Exercise with Your Child Week – 5-11
International Assistance Dog Week – 4-11
World Breastfeeding Week –5-11
National Health Centre Week – 5-11
Elvis Week – 12-18
Be Kind to Humankind Week – 19-25
International Bat Nights – 23-25



MONTHLY & WEEKLY THEMES FOR 2019

SEPTEMBER MONTHLY THEMES

Baby Safety Month
Better Breakfast Month
Classical Music Month
Fall Hat Month
Intergeneration Month
International Update Your Resume Month
Little League Month
National Americana Month
National Chicken Month
National Childhood Cancer Awareness Month
National Childhood Obesity Awareness Month
National Courtesy Month
National Honey Month
National Italian Cheese Month
National Library Card Sign Up Month
National Mortgage Professional Month
National Mushroom Month
National Papaya Month
National Piano Month
National Potato Month
National Self-Care Awareness Month
National Sewing Month
Pulmonary Fibrosis Awareness Month
Polycystic Ovarian Syndrome Awareness Month
Save Your Photos Month
Self Improvement Month
Whole Grains Month
National Suicide Prevention Month

WEEKLY THEMES AND OBSERVATIONS

National Waffle Week 2-8
International House Keepers Week 9-19
Pollution Prevention Week 16-22
National Indoor Plant Week 16-22
Tolkien Week 16-22
Remember to register to vote week 23-29
World Reflexology Week 23-29



MONTHLY & WEEKLY THEMES FOR 2019

OCTOBER MONTHLY THEMES

Adopt A Shelter Dog Month
Breast Cancer Awareness Month
Down Syndrome Awareness Month
Dyslexia Awareness Month
Financial Planning Month
LGBT History Month
National Animal Safety and Protection Month
National Book Month
National Bullying Prevention Month
National Crime Prevention Month
National Critical Illness Awareness Month
National Cyber Security Awareness Month
National Dessert Month
National Depression Education & Awareness Month
National Domestic Violence Awareness Month
National Fair Trade Month
National Go On A Field Trip Month
National Pregnancy and Infant Loss Awareness Month
National Sensory Awareness Month
National Spina Bifida Awareness Month
Positive Attitude Month
Rett Syndrome Awareness Month
Self-Promotion Month
Squirrel Awareness Month
Tackling Hunger Month
Vegetarian Month
World Menopause Month

WEEKLY THEMES AND OBSERVATIONS

World Rainforest Week 10-16
Customer Service Week 7-13
National Business Women's Week 20-26
Chicken Soup for the Soul Week 21-25
Get Organised Week 23-29
National Business Women's Week 21-27



MONTHLY & WEEKLY THEMES FOR 2019

NOVEMBER MONTHLY THEMES

Adopt A Senior Pet Month
Epilepsy Awareness Month
Family Stories Month
Gluten-Free Diet Awareness Month
Lung Cancer Awareness Month
Military Family Month
National Adoption Month
National Alzheimer's Disease Month
National COPD Month
National Diabetes Month
National Gratitude Month
National Inspirational Role Models Month
National Long-term Care Awareness Month
National Native American Heritage Month
National Novel Writing Month
National Pet Cancer Awareness Month
National PPSI AIDS Awareness Month
National Raisin Bread Month
Pancreatic Cancer Awareness Month
Prematurity Awareness Month
NoSHAVEmber OR Movember
Vegan Month

WEEKLY THEMES AND OBSERVATIONS

National Animal Shelter Appreciation Week 4-10
Global Entrepreneurship Week 11-19
World Kindness Week 11-17
International Fraud Awareness Week 11- 17



MONTHLY & WEEKLY THEMES FOR 2019

DECEMBER MONTHLY THEMES

AIDS Awareness Month
National Drunk & Drugged Driving Prevention Month
National Human Rights Month
National Tie Month
National Write A Business Plan Month
Operation Santa Paws
Root Vegetables and Exotic Fruits Month
Safe Toys and Gifts Month
Spiritual Literacy Month
Universal Human Rights Month
Worldwide Food Service Safety Month

WEEKLY THEMES AND OBSERVATIONS

National Handwriting Week 2-8
National Hand Washing Awareness Week 2-8
National Cookie Cutter Week 2-8
Gluten Free Baking Week 16-22

JANUARY

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|--------------------------------|---------------------------------|---|---|--|--|
| | NEW YEARS' DAY | N. PET TRAVEL SAFETY DAY | FESTIVAL OF SLEEP | N. TRIVIA DAY | N. BIRD DAY | N. TECH DAY N. CUDDLE UP DAY |
| N. THANK GOD ITS MONDAY DAY | N. BUBBLE BATH DAY | N. APRICOT DAY | N. SAVE THE EAGLES DAY N. CUT YOUR ENERGY COSTS DAY | N. STEP IN THE PUDDLE & SPLASH YOUR FRIENDS DAY | N. PHARMACIST DAY N. VISION BOARD DAY KISS A GINGER DAY | N. STICKER DAY N. RUBBER DUCK DAY |
| N. DRESS UP YOUR PET DAY N. CLEAN OFF YOUR DESK DAY BLUE MONDAY | N. HAT DAY | N. DO NOTHING DAY | GET TO KNOW YOUR CUSTOMERS DAY | WINNIE THE POOH DAY | N. POPCORN DAY | CHEESE LOVERS DAY PENGUIN AWARENESS DAY |
| SQUIRREL APPRECIATION DAY N. HUG DAY | ANSWER YOUR CATS QUESTIONS DAY | N. HANDWRITING DAY N. PI DAY | N. COMPLIMENT DAY N. PEANUT BUTTER DAY CHANGE A PETS LIFE DAY | N.OPPOSITE DAY | RSPB BIG GARDEN BIRD WATCH N. GREEN JUICE DAY N. SPOUSES DAY | HOLOCAUST MEMORIAL DAY |
| DATA PRIVACY DAY N. HAVE FUN AT WORK DAY | N. PUZZLE DAY | N. CROISSANT DAY | N. BACKYARD DAY N. INSPIRE YOUR HEART WITH ART DAY | | | |

FEBRUARY

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|--|--|---|--|----------------------------------|--------------------------------|
| | | | | N. SERPENT DAY N. FREEDOM DAY N. WEAR RED DAY | W. WETLANDS DAY GROUNDHOG DAY | HEDGEHOG DAY |
| W. CANCER DAY N. THANK A MAIL CARRIER DAY | SAFER INTERNET DAY CHINESE NEW YEAR | WAITANGI DAY (NZ) N. FROZEN YOGHURT DAY | TIME TO TALK DAY N. SEND A CARD TO A FRIEND DAY | N. BOY SCOUT DAY N. KITE FLYING DAY | TOOTHACHE DAY | N. UMBRELLA DAY |
| W. DAY OF THE SICK N. INVENTORS DAY N. MAKE A FRIEND DAY | CLEAN OUT YOUR COMUPTER DAY | N. RADIO DAY PET THEFT AWARENESS DAY | VALENTINES DAY | I. BOOK GIVING DAY N. ORGAN DONOR DAY | N. ALMOND DAY | RANDOM ACTS OF KINDNESS DAY |
| W. WHALE DAY PRESIDENTS DAY | N. VET GIRLS ROCK DAY | N. LOVE YOUR PET DAY | N. GRAIN FREE DAY | A DAY WITHOUT NEWS N. COOK A SWEET POTATO DAY WALKING THE DOG DAY | N. DOG BISCUIT DAY | N. TORTILLA CHIP DAY |
| N. CLAM CHOWDER DAY | N. TELL A FAIRY TALE DAY | N. POLAR BEAR DAY W. PANCAKE DAY | RARE DISEASE DAY N. PUBLIC SLEEPING DAY | | | |

MARCH

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---------------------------|---|--|---|---|---|---|
| | | | | ST. DAVID'S DAY TIME FOR A CUPPA W. PIG DAY HORSE PROTECTION DAY | N. SPEECH & DEBATE EDUCATION DAY IF PETS HAD THUMBS DAY | W. WILDLIFE DAY |
| N. GRAMMAR DAY | N. MULTIPLE PERSONILITY DAY | N. DRESS DAY N. DENTIST DAY N. FROZEN FOOD DAY | N. BE HEARD DAY | I. WOMENS DAY N. DAY OF UNPLUGGING | N. MEATBALL DAY | N. PACK YOUR LUNCH DAY |
| N. NAPPING DAY | N. PLANT A FLOWER DAY | NO SMOKING DAY K9 VETERANS DAY | W. KIDNEY DAY N. WRITE YOUR STORY DAY N. LEARN ABOUT BUTTERFLIES DAY | W. SLEEP DAY W. CONSUMER RIGHTS DAY | N. PANDA DAY | ST. PATRICK'S DAY |
| N. AWKWARD MOMENTS DAY | N. LETS LAUGH DAY | W. ORAL HEALTH DAY I. DAY OF HAPPINESS | W. POETRY DAY I. DAY OF FORESTS | W. WATER DAY N. PUPPY DAY | N. CHIP & DIP DAY | W. TUBERCULOSIS DAY |
| N. EQUESTRIAN SAFETY DAY | EPILEPSY AWARENESS DAY N. SPINACH DAY | W. THEATRE DAY | RESPECT YOUR CAT DAY | N. MOM & POPS BUSINESS OWNERS DAY | N. PENCIL DAY N. TALK A WALK IN THE PARK DAY | W. BACK UP DAY N. CRAYON DAY MOTHERS DAY UK |

APRIL

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|--|---|--|--|---|
| 1 APRIL FOOLS DAY | 2 N. EQUAL PAY DAY W. AUTISM AWARENESS DAY | 3 W. PARTY DAY N. FIND A RAINBOW DAY N. TWEED DAY N. WALKING DAY | 4 N. VITIMIN C DAY N. WALK AROUND THINGS DAY | 5 N. READ A ROAD MAP N. FLASH DRIVE DAY | 6 N. TARTAN DAY N. SIAMESE CAT DAY | 7 N. HANDMADE DAY W. HEALTH DAY |
| 8 N. ZOO LOVERS DAY DOG FIGHTING AWARENESS DAY | 9 N. NAME YOURSELF DAY N. UNICORN DAY | 10 N. FARM ANIMALS DAY N. SIBLINGS DAY | 11 N. PET DAY DOG THERAPY APPRECIATION DAY | 12 N. DAY OF SILENCE | 13 N. MAKE LUNCH COUNT DAY | 14 N. GARDENING DAY N. DOLPHIN DAY |
| 15 N. TAKE A WILD GUESS DAY N. TAX DAY | 16 N. ORCHID DAY N. WEAR YOUR PJ'S TO WORK DAY W. VOICE DAY | 17 N. CHEESEBALL DAY | 18 N. ANIMAL CRACKERS DAY N. HIGH FIVE DAY PET OWNERS INDEPENDENCE DAY | 19 GOOD FRIDAY N. GARLIC DAY N. HANGING OUT DAY | 20 N. LOOK A LIKE DAY VOLUNTEER RECOGNITION DAY (CAN & UK) | 21 EASTER SUNDAY BRITISH NATIONAL TEA DAY BULLDOGS ARE BEAUTIFUL DAY |
| 22 EASTER MONDAY EARTH DAY | 23 ST GEORGE'S DAY N. PICNIC DAY LOST DOG AWARENESS DAY | 24 N. PIGS IN A BLANKET DAY | 25 N. DNA DAY N. TELEPHONE DAY N. TAKE YOU CHILD TO WORK DAY | 26 N. HELP A HORSE DAY N. KIDS & PETS DAY | 27 N. TELL A STORY DAY HAIRBALL AWARENESS DAY | 28 N. SUPERHERO DAY W, VETERINARY DAY |
| 29 I. BEE DAY I. DANCE DAY | 30 N. ADOPT A SHELTER PET DAY | | | | | |

MAY

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|---|---|---|---|--|---|
| | | MAY DAY GLOBAL LOVE DAY N. PURE BREED DOG DAY | W. PASSWORD DAY | N. GARDEN MEDIATION DAY N. TEXTILES DAY N. SPECIALLY ABLED PETS DAY | BIRD DAY N. STAR WARS DAY N. FITNESS DAY N. SCRAPBOOK DAY | N. CARTOONIST DAY CINCO DE MAYO |
| N. BEVERAGE DAY HERB DAY MAY DAY FOR MUTTS | N. TEACHER APPRECIATION DAY | N. PACKAGING DESIGN DAY | N. SLEEPOVER DAY N. LOST SOCK MEMORIAL DAY | N. CLEAN UP YOUR ROOM DAY N. MILITARY SPOUSE APPRECIATION DAY | N. EAT WHAT YOU WANT DAY | N. FIBROMYALGIA AWARENESS DAY MOTHERS DAY (USA) I. HUMMAS DAY |
| N. WOMENS CHECK UP DAY | N. UNDERGROUND AMERICA DAY N. DANCE LIKE A CHICKEN DAY | I. DAYS OF FAMILIES | N. LOVE A TREE DAY N. DO SOMEHTING GOOD FOR YOUR NEIGHBOUR DAY | W. BAKING DAY N. BIKE TO WORK DAY N. ENDANGERED SPECIES DAY | N. VISIT YOUR RELATIVES DAY N. LEARN TO SWIM DAY | N. TAKE YOUR PARENTS TO THE PLAYGROUND DAY |
| N. RESCUE A DOG DAY N. BE A MILLIONAIRE DAY | N. MEMO DAY | I. DAY FOR BIOLOGICAL DIVERSITY | N. LUCKY PENNY DAY W. TURTLE DAY | N. SCAVENGER HUNT DAY BROTHERS DAY N. DON'T FRY DAY | N. WINE DAY TRAVEL DAY | N. BLUEBERRY CHEESE CAKE DAY |
| SPRING BANK HOLIDAY MEMORIAL DAY | N. HAMBURGER DAY | N. PAPERCLIP DAY | N. CREATIVITY DAY N. SENIOR HEALTH & FITNESS DAY | N. SMILE DAY N. HEAT AWARENESS DAY N. LEAVE THE OFFICE EARLY DAY | | |

JUNE

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|-------------------------------------|--------------------------------------|---|---|---|---|
| | | | | | N. TRAILS DAY SAY SOMETHING NICE DAY | N. CANCER SURVIVOR'S DAY |
| N. EGG DAY N. REPEAT DAY | N. CHEESE DAY HUG YOUR CAT DAY | N. GINGERBREAD DAY N. RUNNING DAY | N. GARDEN EXERCISE DAY | N. DOUGHNUT DAY UK | N. BEST FRIENDS DAY W. OCEANS DAY | N. DONALD DUCK DAY |
| N. BALLPOINT PEN DAY W. PET MEMORIAL DAY | N. MAKING LIFE BEAUTIFUL DAY | N. JERKY DAY N. LOVING DAY | N. SEWING MACHINE DAY | I. BATH DAY | I LOVE HORSES DAY NATURE PHOTOGRAPHY DAY | FATHERS DAY |
| N. EAT YOUR VEGETABLES DAY | N. GO FISHING DAY N. SPLURGE DAY | N. WATCH DAY N. GARFIELD DAY | N. HIKE WITH A GEEK DAY AMERICAN EAGLE DAY | N. DOG PARY DAY N. SELFIE DAY BRING YOUR DOG TO WORK DAY | | N. HYDRATION DAY N. PINK DAY |
| I. FAIRY DAY | N. CAT FISH DAY LOG CABIN DAY | N. BEAUTICIAN DAY | N. PTSD AWARENESS DAY N. HAND SHAKE DAY N. ORANGE BLOSSOM DAY | N. INSURANCE AWARENESS DAY | N. CAMERA DAY | N. OUT FIT OF THE DAY (OOTD) SOCIAL MEDIA DAY |

JULY

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|---|--|--|---|---|--|
| CANADA DAY I. JOKE DAY | W. UFO DAY I FORGOT DAY | I. DROP A ROCK DAY N. EAT YOUR BEANS DAY | INDEPENDENCE DAY (USA) | WORKAHOLIC DAY N. GRAHAM CRACKER DAY | W. KISSING DAY | N. FATHER/DAUGHTER TAKE A WALK DAY |
| N. VIDEO GAMES DAY | N. SUGAR COOKIE DAY | COW APPRECIATION DAY TEDDY BEAR PICNIC DAY | N. CHEER UP THE LONELY DAY ALL AMERICAN PET PHOTO DAY | PAPER BAG DAY N. SIMPLICITY DAY | EMBRACE YOUR GEEKNESS DAY | BASTILLE DAY N. TAPE MEASURE DAY SHARK AWARENESS DAY |
| N. GIVE SOMETHING AWAY DAY N. PET FIRE SAFETY AWARENESS DAY | W. SNAKE DAY | W. EMOJI DAY | GET TO KNOW YOUR CUSTOMERS DAY | STICK OUT YOUR TONGUE DAY | N. MOON DAY FORTUNE COOKIE DAY W. JUMP DAY | N. BE SOMEONE DAY W. MONKEY DAY N. ICE CREAM DAY |
| N. HAMMOCK DAY | N. VANILLA ICE CREAM DAY N. HOT DOG DAY GORGEOUS GRANDMA DAY | N. AMELIA EARHART DAY N. DRIVE-THRU DAY N. COUSINS DAY | N. HIRE A VETERAN DAY N. REFRESHMENT DAY THREAD & NEEDLE DAY | N. INTERN DAY N. TALK IN AN ELEVATOR DAY N. AUNT & UNCLE DAY ALL OR NOTHING DAY | LOVE IS KIND DAY N. SCOTCH DAY N. DANCE DAY | N. PARENTS DAY |
| I. TIGER DAY | I. DAY OF FRIENDSHIP DAY N. FATHER IN LAW DAY | N. AVOCADO DAY N. MUTT DAY | | | | |

AUGUST

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|--|---|--|--|---|
| | | | N. GIRLFRIEND DAY START UP DAY ACROSS AMERICA YORKSHIRE DAY | N. COLOURING BOOK DAY | I. BEER DAY N. WATERMELON DAY | N. FRIENDSHIP DAY N. SISTERS DAY ASSISTANCE DOG DAY |
| WORK LIKE A DOG DAY | N. FRESH BREATH DAY | PURPLE HEART DAY N. LIGHTHOUSE DAY | W. CAT DAY N. DOLLAR DAY | N. BOOK LOVERS DAY | W. LION DAY N. LAZY DAY N. GARAGE SALE DAY | N. SONS AND DAUGHTERS DAY |
| W. ELEPHANT DAY N. MIDDLE CHILD DAY | LEFT HANDERS DAY | N. VICTORY OVER JAPAN DAY | N. LEATHER CRAFT DAY N. RELAXATION DAY | N. TELL A JOKE DAY | N. NON PROFIT DAY N. BLACK CAT APPRECIATION DAY W. HONEY BEE DAY | I. HOMELESS ANIMALS DAY N. MAIL ORDER DAY N. SOFT ICE CREAM DAY |
| W. PHOTO DAY W. HUMANITARIAN DAY I. BOW DAY | N. RADIO DAY | W. FASHION DAY | TAKE YOUR CAT TO THE VET DAY | N. RIDE THE WIND DAY N. SPONGE DAY | N. WAFFLE DAY | N. PARK SERVICE FOUNDERS DAY N. KISS & MAKE UP DAY |
| SUMMER HOLIDAY UK N. WOMENS EQUALITY DAY N. DOG DAY | N. JUST BECAUSE DAY W. ROCK, PAPER, SCISSORS DAY | N. BOW TIE DAY RAINBOW BRIDGE REMEMBRANCE DAY | N. SPORTS DAY I. DAY AGAINST NUCLEAR TEST DAY | N. TOASTED MARSHMALLOW DAY N. GRIEF DAY N. COLLAGE COLOURS DAY | N. MATCHMAKERS DAY I. BACON DAY N. EAT OUTSIDE DAY | |

SEPTEMBER

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|--|--|--|---|---|
| I. PODCAST DAY SAVE YOUR PHOTOS DAY | | | | | | N. RHYME (NOR REASON) DAY |
| N. LABOR DAY | U.S BOWLING LEAGUE N. WELSH RAREBIT DAY | N. WILDLIFE DAY N. MACADAMIA NUT DAY | FIGHT PROCRASTINATION DAY BE LATE FOR SOMETHING DAY | N. READ A BOOK DAY N. FOOD BANK DAY | N. BEER LOVERS DAY N. SALAMI DAY W. BEARD DAY | PET MEMORIAL DAY (US) N. HUG YOUR HOUND DAY |
| N. TEDDY BEAR DAY | W. SUICIDE PREVENTION DAY N. SWAP IDEA DAY N. TV DINNER DAY | N. MAKE YOUR BED DAY REMEMBERING 9/11 | N. DAY OF ENCOURAGEMENT | N. PEANUT DAY STAND UP TO CANCER N. CELIAC DISEASE AWARENESS DAY | N. LIVE CREATIVE DAY | PUPPY MILL AWARENESS DAY N. ONLINE LEARNING DAY GREENPEACE DAY N. LGBTQ CENTER AWARENESS DAY |
| N. STEP FAMILY DAY N. WORKING PARENTS DAY MAYFLOWER DAY | CONSTITUTION DAY & CITIZENSHIP DAY | N. RESPECT DAY | TALK LIKE A PIRATE DAY | N. TRADESMEN DAY | I. DAY OF PEACE N. CHAI DAY | CAR FREE DAY AMERICAN BUSINESS WOMENS DAY |
| PETS IN POLITICS DAY | N. PUNCTUATION DAY | N. ONE HIT WONDER DAY N. COMIC BOOK DAY | N. PANCAKE DAY N. WOMEN'S HEALTH AND FITNESS DAY | W. TOURISM DAY N. BRAVE DAY | W. RABIES DAY N. GOOD NEIGHBOUR DAY | N. COFFEE DAY |

OCTOBER

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|--|--|---|---|--|
| | W. VEGETARIAN DAY N. HOMEMADE COOKIES DAY N. BLACK DOG DAY I. COFFEE DAY | N. WALK TO SCHOOL N. NAME YOUR CAR N. PUMPKIN SEED DAY | N. TECHIES DAY N. BOYFRIEND DAY | W. ANIMAL DAY W. SMILE DAY | N. MANUFACTURING DAY N. DO SOMETHING NICE DAY | N. MAD HATTER DAY N. PLUS SIZE APPRECIATION DAY |
| W. HABITAT DAY N. ONLINE BANK DAY | THANKS GIVING (CAN) | N. STOP BULLYING DAY | W. MENTAL HEALTH DAY N. HANDBAG DAY W. SIGHT DAY | N. COMING OUT DAY | N. PET OBESITY AWARENESS DAY N. SAVINGS DAY I LOVE YARN DAY | N. TRAIN YOU BRAIN DAY |
| W. STANDARDS DAY N. CLEAN YOUR VIRTUAL DESKTOP DAY COLUMBUS DAY | N. PUG DAY | W. FOOD DAY N. DICTIONARY DAY BOSS'S DAY N. FERAL CAT DAY | N. PASTA DAY | N. NO BEARD DAY | SWEETEST DAY EVALUATE YOUR LIFE DAY | I. SLOTH DAY W. STATISTICS DAY |
| REPTILE AWARENESS DAY | I. STUTTERING AWARENESS DAY N. NUT DAY | N. MOLE DAY | UNITED NATIONS DAY N. FOOD DAY | N. GREASY FOOD DAY N. BREADSTICK DAY | N. PUMPKIN DAY N. MULE DAY N. MAKE A DIFFERENCE DAY | N. AMERICAN BEER DAY N. BLACK CAT DAY |
| I. ANIMATION DAY N. CHOCOLATE DAY | N. STROKE DAY N. CAT DAY N. OATMEAL DAY | N. PUBLICIST DAY | HALLOWEEN N. MAGIC DAY N. KNOCK KNOCK JOKES DAY | | | |

NOVEMBER

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|--|---|--|---|--|--|
| | | | | W. VEGAN DAY N. AUTHORS DAY COOK FOR YOUR PET DAY | DAY OF THE DEAD N. DEVILED EGGS DAY | N. SANDWICH DAY N. HOUSEWIFE'S DAY JELLYFISH DAY |
| USE YOUR COMMON SENSE DAY | GUY FAWKES DAY N. LOVE YOUR RED HAIR DAY | N. STRESS AWARENESS DAY TAKE OUR KIDS TO WORK DAY (CAN) | N. CANINE LYMPHOMA AWARENESS DAY | I. DAY OF RADIOLOGY N. CAPPUCCINO DAY | W. FREEDOM DAY | REMEMBRANCE SUNDAY N. FORGET-ME-NOT DAY N. VANILLA CUPCAKE DAY |
| REMEMBRANCE DAY VETERANS DAY | W. PNEUMONIA DAY CHICKEN SOUP FOR THE SOUL DAY | W. KINDNESS DAY CAREGIVERS APPRECIATION DAY | W. DIABETES DAY | N. PHILANTHROPY DAY N. CLEAN OUR YOUR FRIDGE DAY N. RURAL HEALTH DAY | I. DAY FOR INTOLERANCE | N. TAKE A HIKE DAY GUINNESS WORLD RECORD DAY |
| MICKEY MOUSE BIRTHDAY N. PRINCESS DAY | W. TOILET DAY I. MENS DAY N. PLAY MONOPOLY DAY | N. ABSURDITY DAY BEAUTIFUL DAY | W. TV DAY W. HELLO DAY W. PHILOSOPHY DAY | N. DAY OF LISTENING N. NATIVE AMERICAN HERITAGE DAY | N. CASHEW DAY N. EXPRESSO DAY | N. SARDINES DAY EVOLUTION DAY |
| N. LAKE DAY WHITE RIBBON DAY | N. CAKE DAY N. DAY OF GIVING | N. CRAFT JERKY DAY PINS & NEEDLES DAY | THANKS GIVING (U.S) | BLACK FRIDAY ELECTRONIC GREETINGS DAY | ST ANDREWS DAY N. MASON JAR DAY COMPUTER SECURITY DAY SMALL BIZ SATURDAY (U.S) | |

DECEMBER

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--|---|---|---|---|--|---|
| N. BIOCARBONATE OF SODA DAY BACON DAY END OF HANUKKAH | NEW YEARS EVE N. CHAMPAGNE DAY MAKE UP YOUR MIND DAY | | | | | WORLD AID'S DAY ROSA PARKS DAY |
| CYBER MONDAY COMPUTER DAY | MAKE A GIFT DAY ROOF OVER YOUR HEAD DAY | W. WILDLIFE CONSERVATION DAY | W. SOIL DAY I. VOLUNTEER DAY SINTERKLASS | N. MICROWAVE DAY ST NICHOLAS DAY | N. PEARL HARBOR REMEMBRANCE DAY | PRETEND TO BE A TIME TRAVELLER DAY |
| N. DAY OF VETERINARY MEDICINE I. ANTI- CORRUPTION DAY | DAY OF ANIMAL RIGHTS NOBEL PRIZE DAY | I. MOUNTAIN DAY UNICEF BIRTHDAY N. APP DAY | GINGERBREAD HOUSE DAY POINSETTIA DAY | N. SALESPERSON DAY N. HORSE DAY | MONKEY DAY | I. TEA DAY CAT HERDERS DAY BILL OF RIGHTS DAY |
| N. CHOCOLATE COVERED EVERYTHING DAY | N. MAPLE SYRUP DAY WRIGHT BROTHERS DAY | I, MIGRANTS DAY ANSWER THE PHONE LIKE BUDDY THE ELF DAY | N. HARD CANDY DAY N. RE- GIFTING DAY LESS PLASTIC DAY | UNDER DOG DAY N. UGLY XMAS JUMPER DAY | N. ROBIN DAY HUMBUG DAY | BEGINNING OF HANNUKKAH |
| FOREFATHERS DAY N. ROOTS DAY FESTIVUS | CHRISTMAS EVE N. EGG NOG DAY | CHRISTMAS DAY | BOXING DAY N. THANK YOU NOTE DAY | N. FRUITCAKE DAY NO INTERRUPTIONS DAY | N. CARD PLAYING DAY PLEDGE OF ALLEGIANCE DAY | TICK TOCK DAY |

MONTH: EXAMPLE

| NOTES | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------|-----------------------|------------------|---------------------|-------------------|---------------------|------------------|------------------------|
| | | | | | | WORK IN PROGRESS | FACEBOOK LIVE |
| | NATIONAL CLEANING DAY | PODCAST EPISODE | BEST SELLER | TESTIMONIAL | INSPIRATIONAL QUOTE | POLL | NEW PRODUCT LAUNCH DAY |
| | BLOG POST | TOP TIP | INSPIRATIONAL QUOTE | FACEBOOK LIVE | PRODUCT SPOTLIGHT | BLOG POST QUOTE | CASE STUDY |
| | MOTIVATIONAL QUOTE | WORK IN PROGRESS | FACEBOOK LIVE | NATIONAL BOOK DAY | TOP TIP | TESTIMONIAL | WORK IN PROGRESS |
| | BLOG POST | TOP TIP | INSPIRATIONAL QUOTE | CASE STUDY | PRODUCT SPOTLIGHT | | |

MONTH:

| NOTES | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|-------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |
| | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> | <div></div> |

Monthly Glances

JANUARY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



FEBRUARY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



Monthly Glances

MARCH

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



APRIL

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



Monthly Glances

MAY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



JUNE

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



Monthly Glances

JULY

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



AUGUST

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



Monthly Glances

SEPTEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



OCTOBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



Monthly Glances

NOVEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



DECEMBER

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |



CONTENT BUCKETS

EXAMPLE

TIPS

| | |
|----------|--------------------------|
| Hashtags | <input type="checkbox"/> |
| SEO | <input type="checkbox"/> |
| Timings | <input type="checkbox"/> |
| Video | <input type="checkbox"/> |
| Links | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |

QUOTES

| | |
|-------------------|--------------------------|
| Elizabeth Gilbert | <input type="checkbox"/> |
| Oprah | <input type="checkbox"/> |
| Rumi | <input type="checkbox"/> |
| C.S. Lewis | <input type="checkbox"/> |
| Walt Disney | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |

TESTIMONIALS

| | |
|--------|--------------------------|
| Louise | <input type="checkbox"/> |
| Amy | <input type="checkbox"/> |
| Carey | <input type="checkbox"/> |
| Gemma | <input type="checkbox"/> |
| Andy | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |

BLOGS

| | |
|---------------------|--------------------------|
| Facebook Pages | <input type="checkbox"/> |
| What to tweet about | <input type="checkbox"/> |
| Google my biz | <input type="checkbox"/> |
| Business showcase | <input type="checkbox"/> |
| Twitter chats | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |

QUESTIONS

| | |
|----------------------------|--------------------------|
| Fav social media platform? | <input type="checkbox"/> |
| Tea or coffee? | <input type="checkbox"/> |
| High street or designer? | <input type="checkbox"/> |
| Wix or Wordpress? | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |

BEHIND THE SCENES

| | |
|------------------|--------------------------|
| Work in progress | <input type="checkbox"/> |
| Workbench | <input type="checkbox"/> |
| Packing up | <input type="checkbox"/> |
| Desk shot | <input type="checkbox"/> |
| Team members | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |
| | <input type="checkbox"/> |

CONTENT BUCKETS



10 horizontal lines, each ending in a small circle, for content entry.



10 horizontal lines, each ending in a small circle, for content entry.



10 horizontal lines, each ending in a small circle, for content entry.



10 horizontal lines, each ending in a small circle, for content entry.



10 horizontal lines, each ending in a small circle, for content entry.



10 horizontal lines, each ending in a small circle, for content entry.

SOCIAL MEDIA Schedule

Date: _____

Blog/site: _____ Platform: _____

| Time | Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|------|-----|------|-----|-------|-----|-----|-----|
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |

QOTD = Quote of the day

TOTD = Tip of the day

WIP = Work in progress

Q. = Question

_____ = _____
_____ = _____
_____ = _____
_____ = _____

Notes:

Social Media Stats

Website: _____

Primary platform: _____

Second platform: _____

| 20__ | Facebook | Instagram | Twitter | Pinterest | LinkedIn |
|-----------|----------|-----------|---------|-----------|----------|
| JANUARY | | | | | |
| FEBRUARY | | | | | |
| MARCH | | | | | |
| APRIL | | | | | |
| MAY | | | | | |
| JUNE | | | | | |
| JULY | | | | | |
| AUGUST | | | | | |
| SEPTEMBER | | | | | |
| OCTOBER | | | | | |
| NOVEMBER | | | | | |
| DECEMBER | | | | | |

BLOG EDITORIAL CALENDAR

MONTH_____

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|--------|---------|-----------|----------|--------|----------|--------|
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |
| | | | | | | |

| |
|------------------|
| MAIN FOCUS: |
| PROMOS/FREEBIES: |

Blog Post Planner

Title: _____

Publish date: _____

Category: _____

Purpose for this post:

Outline of post:

Key points:

-
-
-
-
-

Photos/graphics:

-
-
-
-

Links:

Call to action:

Work flow

- Write the post
- Insert keywords & Links
- Check spelling & grammar
- Create & insert images
- Schedule post
- Publish post
- Promote on social media
- Share with email subscribers

To Do



Top tips for pitching to the press

1. **Spend time studying your calendar.** Read it thoroughly and work out which dates are the most relevant to your business. Ideally find between six and eight spread out over the year which you think you have the strongest ideas for. For example, if you dog biscuits, National Dog Biscuit Day would be a great day to showcase your work. If you make pet accessories, National Dress Up Your Pet Day could be a good peg for a story about your business.
2. **Do your research.** Every town and city has a newspaper but there's also so many websites, magazines and blogs you can target and that your ideal customer may be reading too. It's good to spend a day going through these and seeing the kind of things they write about, regular features and their style of writing. Ask your social media followers where they get their news from too.
3. **Follow the writers on social media.** Twitter is the platform I would choose as it's the one where journalists are most likely to expect to be approached. You can organise them into a list and check it when you have a spare moment, and look for any posts with #journorequest - that's where they're looking for people to interview and it could be you. Try to be helpful and build up rapport by liking, retweeting and commenting on any relevant tweets so when your pitch lands in their inbox they're familiar with your name.
- 4.
5. **Make sure you have photographs to go with your story.** These are so important and can make the difference between you appearing in an article or not! Ideally they will be professional - it's worth investing in a shoot. But if you're starting out, ensure you have a head shot, a full length shot, some of you and your pet and with your products, maybe a behind the scenes shot of you making your product. Or if you provide a service such as grooming, walking or training, some shots of you working with animals.
6. **Pitch to one publication at a time.** Start with the one you would really like to feature in and work your way through the different publications and pitch at least a few weeks before you'd like your story to appear. Don't be disheartened if you don't hear back within a few days. Journalists and editors get hundreds of e mails every day so simply move on to the next publication. Having a list of titles to target means there's the potential for your business to feature in a range of publications.

Tips provided by Rachel Spencer. For more PR tips visit:
<https://www.publicityforpetbusinesses.co.uk>

How to work more with Katie;

Social media can be both thrilling and terrifying. There are so many valuable ways you can spend your time, searching the internet and reading hundreds of blogs about social media and marketing is NOT one of them.

I can teach you how to do your own social media marketing so you don't have to pay someone else to do it for you.

I work with clients via 1 to 1 sessions, my monthly membership (Social Wonderland Society) and my full social media geek package:

The 1 Hour Kickstarter

This single session is perfect if you are looking for some inspiration, want a tutorial on a social media platform, your questions answered or some advice. Let me create a clear action plan for your social media and marketing that you can implement with my help.

Social Media Audit

A social media audit is essential for your business to ensure that you aren't wasting time, money and energy by focusing on the wrong things.

An audit is also great to ensure that you aren't missing out on opportunities. Sometimes small tweaks here and there can make a huge difference.

Social Media Geek Package

This package is perfect if you want to understand a social media platform, learn Facebook Ads, set up a social media strategy or get help creating content. Let me teach you how to do it and kick butt on social media.

Social Wonderland Society

If you would like on going help and training with your social media. A monthly subscription where you get access to trainings and get all of your social media questions answered.

Visit my website www.businesswonderland.co.uk for more information.



Katie
x