



## goals

- Like & Comment on 3-5 posts a day
- Comment on 3-5 IGTV/YouTube videos a day
- Do one Live every week

## social media calendar

SUN	MON	TUE	WED	THU	FRI	SAT
Rest day	Selfie Something that fuels your life/work passion	Tag a friend and tell a story	Selfie Morning routine	Favorite seasonal meal	Selfie Fun Fact Friday	Memory or gratitude from the week
Rest day	Selfie Something you're 'cleaning out' of your life	Favorite audio	Selfie A habit or goal for the next season	Favorite travel snack	Selfie Fun Fact Friday	Memory or gratitude from the week
Rest day	Selfie 3-5 social media accounts you follow	Quote	Selfie Workday routine	Favorite dessert/treat	Selfie Fun Fact Friday	Memory or gratitude from the week
Rest day	Selfie Favorite outfit and/or accessory	Favorite hobby	Selfie Evening routine	Favorite beverage	Selfie Fun Fact Friday	Memory or gratitude from the week
Rest day	Selfie Mental health/self care tip or list	Favorite online resource	Selfie Weekend routine	5 Favorite items	Selfie Fun Fact Friday	Memory or gratitude from the week



# social media calendar

- the why -



## COMMENTS

DM's on Stories are nice, but comments on feeds and channels are GOLDEN

Make a point to leave meaningful comments on the social accounts you follow!

Ask a question at the end of your post so your followers can answer!

## FAVORITES/ROUTINES

Sharing your favorite things and routines brings your audience into your personal life and keeps them invested in following you

Share tips and the 'why's whenever you can.

It's a great way to add content to your posts!

## SELFIES

YOU are the face (literally!) of your brand!

If you want to build the "like-know-trust" factor of your brand/business, your face needs to make a regular appearance

If you want to make a sale or grow your newsletter list, people need to be able to see you!

We may love what you do, but we buy from someone that we know who has earned our trust

## MEMORY/GRATITUDE

It's always a good idea to document what you're grateful for or to record special memories

- Do a "throwback Thursday" about any point in time that's memorable to you

- Ask for comments about what your followers are grateful for

## LIVES

Doing Lives (and Stories) on social media adds credibility to your brand.

Practice makes it easier!

Do a FAQ session once a month or so, answering questions you wish you had the answers to about whatever it is that you do

## REST DAYS

It's okay to take a break from social media, whether it's the same day every week, or simply once a week.

Consistency is key, so the more regularly you show up, the better!

## FUN FACTS

Search #fridayintroductions for inspirational lists that you can edit and make your own

Do a Story version and use GIFs to illustrate your facts!

*always stay humble & kind*

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