

Social Media Calendar

Plan out your social media schedule to make posting more efficient. Leave room for flexibility, as social media is an ever-changing world.

For example, imagine you're in charge of social media for a pet adoption agency, Paws for the Cause. June happens to be National Adopt a Cat Month, so it's the perfect time to launch a Cat of the Day (CAD) series on Facebook. Post a photo and bio of a cat up for adoption each day. Create a hashtag like #AdoptCats for Twitter to track engagement. Popular hashtags on Instagram include #cat, #love, #photooftheday, and #picoftheday. Use them to your advantage to show up in searches.

Plus, you have blog posts and e-newsletters to share, volunteers to profile, and Throwback Thursday (#tbt) to celebrate. Use this handy calendar template to create your own social media planner.

69%
OF AMERICANS
are on social media

[Pew Research Center](#)

One week of social activity might look like this:

FACEBOOK TWITTER INSTAGRAM LINKED IN

SUN	MON	TUES	WED	THURS	FRI	SAT
17	18	19	20	21	22	23
Father's Day Photos #FathersDay Photos #Dad Photos w/ Dogs 	"Inner Cat" Quiz #Picoftheday Photo 	CAD Photo/Bio #AdoptCats Photo Volunteer Profile	CAD Photo/Bio Live Tweet at Shelter 	June E-Newsletter #tbt Photo #Summer Selfies w/Pets June Blog Post	CAD Photo/Bio #Cat #Love Photo 	Adopt a Cat, Final Week Adopt a Cat, Final Week Adopt a Cat, Final Week

MONTH

[illegible]