

MON	TUES	WED	THURS
<p>For Mondays, think if it is a holiday of some sort or any special occasion. Share articles, educate people about your industry, Share quotes about your industry.</p>	<p>For Tuesdays, do a self promo ad for your business. Post personal videos, specials, promote a new product, how to use, why you are different, ask your followers to mention a friend who might like your ad. Holidays?</p>	<p>For Wednesdays, recommend other services that help you out, ask a question, debunk a false belief about your product or service. Holidays?</p>	<p>For Thursdays, have gratitude and thank your followers, ask another engaging question, do another photo quote overlay. Holidays?</p>
<p>- Today I Learned : Share an article relating to Industry.</p>	<p>- Post a Video promoting your services or educating your followers about you. Videos are the best form of engagement.</p>	<p>- Write about a tool or service that has helped you out or find valuable for your industry.</p>	<p>- Give your thanks to your followers or thank a mentor of yours or colleague that has worked really hard for you.</p>
<p>- Photo W/ Quote Overlay.</p>	<p>- Talk about a special you are running or a promotion you are running. Giveaway promos.</p>	<p>- Debunk a false claim about you personally or about your industry.</p>	<p>- Ask a question again about your industry</p>
<p>- Top 3 Things your followers should know about your industry and how they can help or grow.</p>	<p>- Ask for help. Ask for tags, shares, or mention a friend in the comments who would benefit from your product or service.</p>	<p>- Ask a question that is engaging about yourself or industry.</p>	<p>- Do another photo quote overlay</p>



FRIDAY	SATURDAY	SUNDAY
<p>For Fridays, Repost something that you like related, repost an article or video you find valuable. You can also do another gratitude post for about your customers, another photo quote overlay, or another Today I learned post. Holidays?</p>	<p>For Saturdays, be transparent and share a story about yourself that shows that you are human. Be vulnerable and humble. Tell your followers to ask you anything, recommend something like a book, service, etc. Share something about you personally. Holidays?</p>	<p>For Sundays, share a trend that is going on to also help you adapt and be creative. Mention others online, partnership Sunday, repost, gratitude, etc. Empathy Sundays are always the best for grounding yourself. Holidays?</p>
<p>- Repost something and give credit for what and why you posted something. Ask that person first if you can share their content. Articles, videos you find valuable.</p>	<p>- Enjoy Saturdays and share something unique about your journey or failures. This will set you apart from a robot and show you are human.</p>	<p>- Sundays are to be humble and genuinely thankful. Mention an influencer or client that you love in your niche and explain why you like them.</p>
<p>- Gratitude & Educational posts about your brand is very impactful especially in video forms.</p>	<p>- Recommend something in your "real voice". Tell your followers a book you found motivating or a mentor you found beneficial.</p>	<p>- Today, share yourself doing something fun wrapping up your Sunday or a hobby you are doing.</p>
<p>- Today I learned that improved your business can be a how to or a frequently asked question. The quote overlays that you choose should be original for most impact.</p>	<p>- "Ask me anything" or DM me your questions and I will respond personally with anything.</p>	<p>- Mention a trend that you see going on in your industry or change in your industry.</p>



Throughout your busy schedule, you will have to post things on social media:

- FACEBOOK: Great for general posts and business ads that help convert.
- INSTAGRAM: Great for getting known and business ads throughout FB.
- TWITTER: Great for PR and posting a lot.

- LINKEDIN: Great for Business engagement and Education.
- PINTEREST: Great for interests and likeminded engagement.
- REDDIT: Surprisingly one of the best ways to backlink your site.
- FORUMS: Industry related forums can help you be known.
- BLOGS: Helps your website get credibility.
- SNAPCHAT: Great for realtime & human engagement.
- YOUTUBE: Great for ads and video posts for backlink credibility.
- VIMEO: Like YouTube.
- TIKTOK: Great for video content and educating. NEW

- GOOGLE ADS: Convert the best for real ROI.
- FACEBOOK ADS: Great for building trust and credibility.
- EMAIL CAMPAIGNS: Sending email is another great way to engage.

Some things to keep in mind is you don't need all of these platforms for your business. You will need the top 4 or choose 5 to engage in weekly or monthly. Creating a social media account that has 100 engaged followers is better than an account that has 10,000 followers with 50 engaged followers. To get the most out of your followers, you will have to be genuine and be real. The calendar has outlined how to do that without being fake. Also, set a theme around your brand. Don't post anything that you wouldn't put on your website or throughout your brand. Have a color scheme that you love and have a theme throughout your social media feed that people can recognize just by being apart of your brand. Brand consistency is important when competing against a ton of brands these days.

Hope this social media calendar helps you spark some great ideas throughout the week. If you need help with marketing and running ads, content, or managing the calendar custom to your business... Please reach out to our friends at weezle.com or email contact@weezleapp.com for all your questions regarding social media services etc.

