

CONTENT CALENDAR EXAMPLE FOR:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Weekly Theme: Favorite Things

March 1 – New blog post “favorite things” – tell why you wrote it – request comments

March 2 – Quick contest – first person to comment on post above wins something

March 3 – Add a new testimonial to your website and include a summary on Fb.

March 4 – Ask a question: what are your favorite things?

Weekly Theme: Positive News In The World

March 7 – Share a positive news link from another page and tag their Fb page

March 8 – New blog post – “positive news” – share yours and win on Fb

March 9 – Quick contest – first person to comment on post above wins something

March 10 – How can we make your life more positive? Who can we help today?

March 11 – Ask a question: What’s positive in your life?

Weekly Theme: Mistakes People Make

March 14 - Share a “mistakes post” link from another page and tag their Fb page

March 15 – New “mistakes” blog post – tell why you wrote it – request comments

March 16 - Quick contest – first person to comment on post above wins something

March 17 – Announce a new service and offer a one-day discount only on Fb

March 18 - Ask a question: what have you learned from a mistake?

Weekly Theme: Healthy Habits

March 21 - Share a “healthy habits post” link from another page and tag their Fb page

March 22 – New “healthy habits” blog post – tell why you wrote it – request comments

March 23 - Quick contest – first person to comment wins something

March 24 – Ask for help with a new look or logo version – get feedback

March 25 - Ask a question: What are your healthy habits?

Weekly Theme: Biggest Fears

March 28 - Share a “biggest fears post” link from another page and tag their Fb page

March 30 - New “biggest fears” blog post – tell why you wrote it – request comments

March 29 - Quick contest – first person to comment wins something

March 31 - Ask a question: Do you have a big fear?

Some other easy ad hoc stuff to include in your calendar:

- once a day: write a quick update to say thanks to new fans or likes
- tag other organizations via their pages that are supporting you – your post may show up on their page depending on their settings
- like and comment back on the interaction of your fans. If they like something, say thanks. If they comment, like their comment and comment back

Remember that to succeed your content needs to be relevant, authentic and purposeful.

Happy updating!