CONTENT CALENDAR EXAMPLE FOR:

![Facebook Logo]

**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?

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**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!

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