

## Using the Social Media Publishing Schedule

This Social Media Publishing Schedule will let you organize your social media activities far in advance, making it easier to coordinate campaigns, grow your reach, and scale your social media marketing. To make this template easy to use, this cover sheet will break down how to use each of the following tabs, highlighting nuances and giving you tips for maximum productivity.

### Twitter Updates

The first four columns, "Day," "Date," "Time," and "Date and Time" are there for your convenience. In the "Tweet Copy" column, simply input the copy you'd like to appear in your tweet, bearing in mind you should keep it under 114 characters to allow room for a link. This spreadsheet will auto-calculate the number of characters you've entered to keep you on point. After you've composed your tweet, paste the URL you'd like to include in your tweet in the "Link" column.

### Facebook Updates

Facebook updates work similarly to Twitter updates. The first three columns, "Day," "Date," "Time," and "Date and Time" are there for your convenience. Then head on over to the column labeled "Update Copy" and input the copy you'd like to appear in your status update. Then move to the "Link" column and input the link you'll be, well, linking to in the update!

### LinkedIn Updates

LinkedIn updates are the most unique of all, because you have both Company Pages and Groups to consider. To demonstrate the difference between Company Page updates and Group updates, let's navigate over to the column labeled "Title (For Group Discussions Only)." Groups let you post a few kinds of updates, one of which is them is something called a Discussion. You will only fill out this column if you are looking to post a Discussion to your LinkedIn Group -- because Discussions are the only update you'll be posting that requires a title. If you're not posting a Discussion to a LinkedIn Group, you don't need to fill out this field, because your update will not have a title.

You'll fill out the next columns, "Update Copy," for every type of update you post, whether it's for a Company Page or a Group. Simply input your copy into this column, and then navigate to the next column, "Link", to input the URL to which you're directing readers.

### Google+ Updates

Finally, we come to Google+. Start in the "Update Copy" column and input your status update. Then move over to the last column and input the link to which you're directing readers.

### Content Library

The Content Library tab of this spreadsheet will help you keep track of the content you have in your arsenal that can be promoted on social media. As your inbound marketing strategy grows, you'll have accumulated an impressive bank of content and offers that you'll want to resurface and promote via social media. To ensure you don't lose track of all of that great content, record it on this tab so you're never at a loss for social media content! If the content you're promoting is not evergreen, be sure to include an expiration date in the column marked "Expiration."

### 3 Essential Tips for Using This Template:

- 1) We've included some recommendations for publishing frequency in this template, but you may find you need to publish more or less, or at different times of day or night, depending on your business. **Please edit the dates and times to fit your needs.**
- 2) Once you've published this content to your social media networks, your job isn't over. You still need to monitor each network for engagement, and reply to fans and followers regularly.
- 3) Throughout this scheduling worksheets there are instructions scattered, indicated by a red triangle in the top right corner of the cell. If you see this, hover over it with your mouse to see the instructions.



DAY	DATE	TIME	DATE & TIME	TWEET COPY	CHARACTER COUNT	LINK
<b>MONDAY</b>						
Blog	1/15/2013	8:00:00			0	
RT	1/15/2013	9:00:00			0	
Quick Tip	1/15/2013	10:30:00			0	
Personal Touch	1/15/2013	12:00:00			0	
Stat	1/15/2013	13:30:00			0	
Trending	1/15/2013	15:00:00			0	
Quote	1/15/2013	16:30:00			0	
RT	1/15/2013	18:00:00			0	
Blog	1/15/2013	20:00:00			0	
<b>TUESDAY</b>						
Blog/Ask for RT	1/16/2013	8:00:00			0	
Stat	1/16/2013	9:00:00			0	
Celebrate Today	1/16/2013	10:30:00			0	
Hard Offer	1/16/2013	12:00:00			0	
RT	1/16/2013	13:30:00			0	
Quote	1/16/2013	15:00:00			0	
Blog	1/16/2013	16:30:00			0	
Stat	1/16/2013	18:00:00			0	
Question	1/16/2013	20:00:00			0	
<b>WEDNESDAY</b>						
Blog	1/17/2013	8:00:00			0	
Personal Touch	1/17/2013	9:00:00			0	
Promote Someone	1/17/2013	10:30:00			0	
RT	1/17/2013	12:00:00			0	
Trending	1/17/2013	13:30:00			0	
Quick Tip	1/17/2013	15:00:00			0	
Quote	1/17/2013	16:30:00			0	
RT	1/17/2013	18:00:00			0	
Blog	1/17/2013	20:00:00			0	
<b>THURSDAY</b>						
Blog	1/30/2012	8:00:00			0	
Personal Touch	1/30/2012	9:00:00			0	
RT	1/30/2012	10:30:00			0	
Motivational Video	1/30/2012	12:00:00			0	
RT	1/30/2012	13:30:00			0	
Stat	1/30/2012	15:00:00			0	
Blog/Ask for RT	1/30/2012	16:30:00			0	
Trending	1/30/2012	18:00:00			0	
Celebrate Today	1/30/2012	20:00:00			0	
<b>FRIDAY</b>						
Blog/Ask for RT	1/30/2012	8:00:00			0	
#FF	1/30/2012	9:00:00			0	
Quote	1/30/2012	10:30:00			0	
RT	1/30/2012	12:00:00			0	
Personal Touch	1/30/2012	13:30:00			0	
Promote Someone	1/30/2012	15:00:00			0	
Quick Tip	1/30/2012	16:30:00			0	
Blog	1/30/2012	18:00:00			0	
Trending	1/30/2012	20:00:00			0	
<b>SATURDAY</b>						
Blog	1/30/2012	8:00:00			0	
Offer	1/30/2012	9:00:00			0	
Trending	1/30/2012	10:30:00			0	
Stat	1/30/2012	12:00:00			0	
Blog	1/30/2012	13:30:00			0	
RT	1/30/2012	15:00:00			0	
Quote	1/30/2012	16:30:00			0	
Personal Touch	1/30/2012	18:00:00			0	
RT	1/30/2012	20:00:00			0	
<b>SUNDAY</b>						
Blog/Ask for RT	1/30/2012	8:00:00			0	
Trending	1/30/2012	9:00:00			0	
Motivational Video	1/30/2012	10:30:00			0	
RT	1/30/2012	13:30:00			0	
Blog	1/30/2012	15:00:00			0	
Quote	1/30/2012	16:30:00			0	
Stat	1/30/2012	18:00:00			0	
RT	1/30/2012	20:00:00			0	

DAY	DATE	TIME	DATE & TIME	UPDATE COPY	LINK
<b>MONDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
Inspirational Quote	1/30/2012	2:00:00			
Study is Mandatory	1/30/2012	7:00:00			
	1/30/2012	20:00:00			
<b>TUESDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
AMYX TV	1/30/2012	2:00:00			
Hard Offer	1/30/2012	7:00:00			
	1/30/2012	20:00:00			
<b>WEDNESDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
Motivational Video	1/30/2012	2:00:00			
Inspirational Quote	1/30/2012	7:00:00			
	1/30/2012	20:00:00			
<b>THURSDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
Inspirational Quote	1/30/2012	2:00:00			
Personal Touch	1/30/2012	7:00:00			
	1/30/2012	20:00:00			
<b>FRIDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
Quick Tip	1/30/2012	2:00:00			
Inspirational Quote	1/30/2012	7:00:00			
	1/30/2012	20:00:00			
<b>SATURDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
Question	1/30/2012	2:00:00			
Inspirational Quote	1/30/2012	7:00:00			
	1/30/2012	20:00:00			
<b>SUNDAY</b>					
Challenge of the Day	1/30/2012	9:00:00			
Inspirational Quote	1/30/2012	2:00:00			
Third Party Share	1/30/2012	7:00:00			
	1/30/2012	20:00:00			

DAY	DATE	TIME	DATE & TIME	TITLE (FOR GROUP DISCUSSIONS ONLY)	UPDATE COPY	LINK
<b>MONDAY</b>						
Blog	1/30/2012	9:00:00				
Quick Tip	1/30/2012	12:00:00				
Celebrate Today	1/30/2012	16:00:00				
<b>TUESDAY</b>						
Blog	1/30/2012	9:00:00				
Stat	1/30/2012	12:00:00				
Celebrate Today	1/30/2012	16:00:00				
<b>WEDNESDAY</b>						
Blog	1/30/2012	9:00:00				
Personal Touch	1/30/2012	12:00:00				
Quote	1/30/2012	16:00:00				
<b>THURSDAY</b>						
Blog	1/30/2012	9:00:00				
Did you Study Today?	1/30/2012	12:00:00				
Personal Touch	1/30/2012	16:00:00				
<b>FRIDAY</b>						
Blog	1/30/2012	9:00:00				
Motivational Video	1/30/2012	12:00:00				
Stat	1/30/2012	16:00:00				
<b>SATURDAY</b>						
Blog	1/30/2012	9:00:00				
Offer	1/30/2012	12:00:00				
Quote	1/30/2012	16:00:00				
<b>SUNDAY</b>						
Blog	1/30/2012	9:00:00				
Quote	1/30/2012	12:00:00				
Motivational Video	1/30/2012	16:00:00				



