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| [**Social Media Calendar for a Small Business**](http://smallbiztrends.com/social-media-calendar-for-small-business/) | | | | | |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
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| **Facebook** | Post link to content from your blog with short update | Share community content | Post an interesting question to the community | Create an original image-based post | Share humorous fun content (cartoon, meme, video, etc.) |
|  |  | Share a promotional item, special offer, freebie. |  |  | Remind people to join your mailing list and the benefits they get if they do. |
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| **Google Plus** | Share community content | Write a 300-word original piece about a recent development in your industry. | Share community content | Post link to content from your blog with short update. | Post humorous fun content (cartoon, meme, video, etc.) |
|  |  |  | Share a promotional item, special offer, freebie. |  |  |
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| **Pinterest** | Pin community content on your company boards | Set up a new themed board under your company Pinterest account | Pin your own blog or ecommerce content on your company boards | Pin community content on your company boards | Pin your own blog or ecommerce content on your company boards |
|  | | | | | |
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| **Twitter** | Retweet community content | Compose tweet linking to content from your blog | Compose tweet linking to content from your blog using an image, or link to community content | Compose tweet linking to content from your blog or the community | Retweet community content |
|  | Share a promotional item, special offer, freebie. | Remind people to join your mailing list and the benefits they get if they do. |  | [#ThrowbackThursday - Participate by sharing old personal photos, old fashion trends, old technology, etc. from years gone by for engagement.\*](https://twitter.com/hashtag/throwbackthursday) | [#FF Follow Friday - Participate by thanking new followers in a tweet they're tagged in.\*](https://twitter.com/hashtag/followfriday) |

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| **LinkedIn** | Participate in Linked Groups, posting comments and/or community links | Post link to content from your blog as a short update on your personal LinkedIn profile | Post link to content from your blog on your LinkedIn company page | Write a long form post on LinkedIn adapting content from your blog and linking back to your blog for more. | Participate in Linked Groups, posting comments and/or community links |
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| **[ List other social media platforms ]** |  |  |  |  |  |
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| **All Platforms** | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages |
|  |  |  | Once per week check new followers on each platform. Choose and add those you want to follow |  |  |
|  | | | | | |
| **INSTRUCTIONS:** | **Change the activities to fit your business. The suggested activities are merely idea starters. Do not feel pressured to do every activity.** | | | | |
|  | [This calendar was created by Small Business Trends LLC. It is protected by a Creative Commons license, Attribution, Noncommercial, ShareAlike.](https://creativecommons.org/licenses/by-nc-sa/4.0/legalcode) | | | | |
|  | If you share or use this calendar outside of your company, please give credit to Small Business Trends: [**http://smallbiztrends.com**](http://smallbiztrends.com) | | | | |
|  | For tips and advice, or for other formats for this calendar, please visit our [Social Media Calendar for Small Business](http://smallbiztrends.com/social-media-calendar-for-small-business/) page. | | | | |