

Digital Bytes

Low to no-cost digital marketing best practices to help you grow your business

Why

Your social media platforms are important vehicles for communicating with fans and prospects, creating brand personality and nurturing relationships. They also contribute to improving your search rankings, but only if your posts are consistent and compelling. Simply posting product or dishes from your menu may be easy, but it's not a great strategy for engagement. As a small business owner, deciding what to post each day can be overwhelming and frustrating. As a result, the task gets pushed down the to-do list. To make it easier, we have created a simple calendar to help you create a monthly plan in just 10 minutes!

How

The first step is to identify the different types of posts you'll use. While there are many options, here are a few recommended post types popular with other small businesses:

- > **Product** - Product/menu beauty shots. Spice it up by identifying items as new, best sellers, popular this week, etc.
- > **Video** – Short videos of your store/restaurant, chef preparing specials, behind the scenes, new displays, new items, owner chat, how-to's etc. Can be taken on mobile phone.
- > **Contest/Engagement** - Ask fans to answer questions, post favorites or comment in exchange for a prize or reward.
- > **Employee or Customer Recognition** - Acknowledge work performance or community contributions.
- > **Flash or Impulse Sale** - Special deals available only to social media followers.
- > **Poll** - Query your followers about product preference or any general interest, i.e. cats or dogs?
- > **Customer Review** - Repost favorable reviews.
- > **Miscellaneous** - Store milestones, seasonal, holidays, etc.

Next, use this grid to plan out your month by post type. This is laid out to give you a roadmap for 5 posts per week. You can enhance this schedule with additional posts as desired.

Create a Monthly Social Media Calendar in 10 minutes

Type of post	Week 1	Week 2	Week 3	Week 4
Product	2	2	2	2
Video	1		1	
Contest/engagement		1		
Employee or Customer Recognition			1	
Flash or impulse sale		1		1
Poll		1		
Customer review	1			1
Miscellaneous	1		1	1

Additional Resources

Free Social Media Inspiration Cheat Sheet.

[Click here](https://www.angelcicerone.com/social-media-inspiration) or go to <https://www.angelcicerone.com/social-media-inspiration>