

Monthly Social Calendar for B2B Professionals

LITTLE BIRD
MARKETING
LIBRARY OF
RESOURCES

LITTLE BIRD



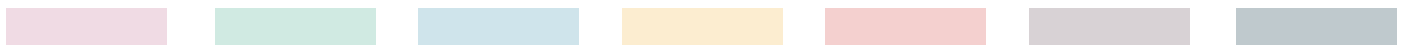
MARKETING



HOW TO USE:

1. Print out the guide (or save to your desktop to fill out digitally).
2. Set your goals for the month (i.e. grow your network by 50 new connections or increase your post engagement by 5%).
3. Choose from the list of categories below and assign one to each color.
4. Spend time brainstorming variations of posts for each category.
5. Fill out the monthly guide for each platform.
6. Create graphics or source images/videos.
7. Schedule your posts out using a third party scheduling platform. While you can post to each platform daily using your template, we suggest relieving a little stress by scheduling in advance.
8. Check back in at the end of the week/month to report on how well your posts performed.
9. Rinse and repeat.

CATEGORIES FOR POST:



- **Inspirational Quotes from Thought Leaders**
- **Industry Statistics**
- **Shares from Trusted Sources and Industry Blogs/Directories**
- **Company Resources or Tips**
- **Work Showcases or Tutorials**
- **Testimonials**
- **Personal or Company Interests**
- **Holidays** (traditional or funny)
- **Industry or Company Highlight** (read: a person who's doing something interesting in your company or industry)
- **Memes**
- **Create Your Own!**

TIPS:

- You don't have to post daily. Social media algorithms work off of consistency. Pick a reasonable number of posts and stick to that each week. If that's 7 - great! But if 3 is more doable, that's okay too.
- Reuse and recycle. Did you write a kick ass post for Twitter? Repurpose it for LinkedIn.
- Create an account on a scheduling platform. By scheduling your posts 1 week to 1 month in advance, you don't have to stress about posting to each platform on a daily basis. We recommend Hootsuite, Buffer or SproutSocial.
- Use hashtags. Hashtags open your post up to a much larger digital conversation. Check out our free guide: [https://info.littlebirdmarketing.com/making-the-most-of-the-hashtag!](https://info.littlebirdmarketing.com/making-the-most-of-the-hashtag)
- Don't forget to tag! Coworkers, colleagues, companies or brands - tagging encourages engagement which helps your post be visible to a larger audience.
- Follow **Priscilla's Rule of 15**. For every 15 posts, 10 should be interesting, 4 showing that you are interested (meaning you're posting something that is overtly helpful to your most ideal client and shows you care about your audience) and 1 that sells.

LOOKING FOR A FULL DIGITAL TRANSFORMATION?

➡ Look no further. Learn more about our 12-week training courses at littlebirdmarketing.com/dla.

DATE: _____

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

LINKEDIN

FOLLOWERS TO DATE: _____

MONTHLY PROFILE VIEWS: _____

GOALS:

TO DO:

LIKES:
COMMENTS:
SHARES:
VIEWS:

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