|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **January** | **February** | **March** | **April** | **May** | **June** |
| **Step1: What are key calendar events that are relevant to your business?** | **Calendar dates** |  |  |  |  |  |  |
| **Step 2: What are your key events coming up; e.g. training courses, launch dates** | **Your events and key dates** |  |  |  |  |  |  |
| **Step 3: Is there a key theme for each month? If not, could you make one to anchor your social content around?** | **Your key themes or campaigns** |  |  |  |  |  |  |
| **Step 4: Schedule your key blog topics and who will write them.** | **Your content (blogs, newsletters, eDMs etc)** | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 |
|  |  | **July** | **August** | **September** | **October** | **November** | **December** |
|  | **Calendar dates** |  |  |  |  |  |  |
|  | **Your events and key dates** |  |  |  |  |  |  |
|  | **Key themes or campaigns** |  |  |  |  |  |  |
|  | **Your content (blogs, news, eDMs etc)** | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 | * Blog 1 * Blog 2 |