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| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | **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
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