



# BEGINNER'S SOCIAL MEDIA CALENDAR



7 DAY  
GUIDE

# SOCIAL MEDIA TO DO LIST



## *Plan Ahead*

Sunday evening is a great time to take a look at your editorial calendar for the next week and begin to schedule your social media posts. I schedule mine out one week in advance using Hootsuite (amazing free app!) so I don't have to worry about forgetting to post. Consistency is key to social media success. If something happens in real time that I want to post then I will just post more than once that day.



## *Daily Do's*

If you're really committed to growing your social media audience quickly then taking time out of your day to invest in your growth will be really beneficial. I recommend taking 20 minutes in the morning and 20 minutes in the evening to really dedicate yourself to engaging, commenting, pinning, following and reaching out to your audience. I of course engage throughout the day as well.



## *Pick Two*

Building a social media audience requires a lot of time and dedication, which is why just picking 1-2 platforms to focus on is going to be a lot less overwhelming. I personally focus on Instagram and Pinterest and have been able to increase my blog traffic exponentially because of it.



# YOUR WEEKLY OVERVIEW



## *Sunday:*



- Plan the next week's social media calendar and schedule
- Respond to the current day's post comments
- Take 20 minutes to comment, like, follow and engage with other accounts
- Take 20 minutes to pin and repin content related to your blog's niche on Pinterest

## *Monday:*



- Reach out to 5 bloggers you love and would love to connect with
- Respond to current day's post comments
- 20 minutes to comment, like, follow and engage
- 20 minutes to pin and repin on Pinterest

## *Tuesday-Wednesday:*



- Respond to current day's post comments
- 20 minutes to comment, like, follow and engage
- 20 minutes to pin and repin on Pinterest



# YOUR WEEKLY OVERVIEW

## *Thursday:*

- Reach out to 5 bloggers you love and would love to connect with
- Respond to current day's post comments
- 20 minutes to comment, like, follow and engage
- 20 minutes to pin, and repin on Pinterest

## *Friday-Saturday:*

- Respond to current day's posts and comment
- 20 minutes to comment, like, follow and engage
- 20 minutes to pin and repin on Pinterest

I committed to this schedule when I first started growing my following and was able to see results immediately and got my first 1.000 followers in two weeks. Email me with your results! I'd love to hear how this worked for you :)