




SOCIAL MEDIA CONTENT CALENDAR
PLATFORM: FACEBOOK BUSINESS PAGE

Frequency: 1 Post/Day; 4 Posts/Week						
<u>DAY</u>	<u>DATE</u>	<u>TIME</u>	<u>TOPIC/PURPOSE</u> <u>MET</u>	<u>POST*</u>	<u>IMAGE</u>	<u>URL/LINK</u> <u>(IF APPLIC.)</u>
Week of	March	14th				
Monday	3/14/16		#MakeoverMonday	#MakeoverMonday : Here's the before photo of our latest landscaping design. There's just one word for the after: WOW! See it here ⇒ bit.ly/DavidsonsLandscapingFlowerBed		www.davidsonslandscaping.com/LandscapingDesign bit.ly/DavidsonsLandscapingFlowerBed
Tuesday	3/15/16					
Wednesday	3/16/16					
Thursday	3/17/16		St. Patrick's Day			
Friday	3/18/16		#FridayTips			
Saturday	3/19/16					
Sunday	3/20/16					

***All posts *must* be school-appropriate.**

SOCIAL MEDIA FOR THE BUSINESS WORLD

FEBRUARY 29, 2016

Working in pairs, please **write 2 posts** for Davidson's Landscaping's [Facebook Business Page](#). You have **15 minutes** to get this done.

Steps:

Create posts for: Thursday, 3/17 and Friday, 3/18

1. On the Social Media Calendar, fill in:
 - Time
 - Post text
 - Describe the image you will use
 - URL or name of website you're linking to (eg: *Garden Design Magazine*, lawncare page on Davidson's website) (if applic.)
2. Write each of your names on the calendar.
3. Turn in your calendar at the end of class.
4. We will discuss your results as a group.

Information from Facebook Insights:

Thursday's Best Times to Post:

6:00 a.m. 2:30 p.m.
4:30 p.m. 7:00 p.m.

Friday's Best Times to Post:

6:45 a.m. 12:30 p.m.
3:45 p.m. 8:00 p.m.

Best Types of Post for Your Page:

-Videos -Pictures -Links to magazine articles and Davidson's Landscaping's website

-#FridayTips (Posts about lawncare & maintenance, planting, landscape design, etc.)

-How-To videos and article links