



# JANUARY SOCIAL MEDIA POSTING CALENDAR



<b>1</b> New Year's Day	<b>2</b> Jan is "National Thank You Month"	<b>3</b> <a href="#">New Year's Quote</a>	<b>4</b> Trivia Day	<b>5</b> New Year's Resolutions. How can your business help?	<b>6</b> <a href="#">Easy ICYMI Post Ideas (read my blog)</a>
<b>7</b> <a href="#">Easy ICYMI Post Ideas (read my blog)</a> OR Share Helpful Article	<b>8</b> Bubble Bath Day OR Feature Product/Service (most popular from last year)	<b>9</b> New Year's Resolutions (feature product or service)	<b>10</b> Feature a Testimonial	<b>11</b> <a href="#">Employee Spotlight</a>	<b>12</b> Quote (Creativity, Hard Work, Enjoying Life)
<b>14</b> Facebook Poll OR <a href="#">Pantone Color of the Year</a>	<b>15</b> MLK Jr Birthday  Video: Product/Service spotlight	<b>16</b> Cross-promote your other social platforms	<b>17</b> Post an article from an industry expert OR  Promote Deals/Specials	<b>18</b> Throwback Thursday #tbt (happy customer, new product, testimonial, etc.)	<b>19</b> Customer Spotlight
<b>21</b> National Hugging Day  Promote Deal or Offer	<b>22</b> Promote Referral Program	<b>23</b> Promote Content from Your Website	<b>24</b> Compliment Day	<b>25</b> "Behind the Scenes" post or video	<b>26</b> Flashback Friday #fbf (happy customer, new product, testimonial, etc.)
<b>28</b> Product or Service Q&A	<b>29</b> National Puzzle Day (give clues to a new deal/special coming out)	<b>30</b> Facebook LIVE Video (Q&A, high light product/service, talk about new deal/special, etc.)	<b>31</b> Promote Deals/Specials		

**Need help? Hire me to write your posts for a week, month, year, whatever you need!**

**Email me at [ashley@akwerner.com](mailto:ashley@akwerner.com)**

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## Don't Forget!

### **Start Planning for Feb**

Use the first half of January to plan your deals/specials for holidays/events in Feb. Then start promoting end of January!

💕 Valentine's Day is Feb. 14<sup>th</sup>.

🐉 The Chinese New Year is on Feb 22. 2018 is year of the dog 🐕

### **Emojis**

Emojis help draw attention to your post and provide stopping power while someone is scrolling through social media.



### **Tag Influencers**

Give your post legs by tagging employees, partner companies, happy customers, and other influencers. This will boost reach and engagement!

## Topic Ideas

### **Giveaway Ideas**

- Jan 12<sup>th</sup> is "Make Your Dreams Come True day" – host a giveaway where you help your client's dreams come true by giving away a product or service.

### **Post Themes**

- New Year's Resolutions
- Quotes about starting new
- Products/Services to kick-off the new year

### **Boost Your Bottom Line**

- Promote your specials/deals
- Promote content on your website
- Promote featured products/services

## Need Some Help?

### **Did you know?**

I'm a freelance writer and digital marketing consultant. Contact me today for custom projects or if you need an expert to handle your holiday posting!

Email [ashley@akwerner.com](mailto:ashley@akwerner.com)

Call 641-414-1136

### **Did you also know?**

I'm friends with some pretty talented designers and super-smart web developers. The sky is the limit when it comes to connecting with your audience through digital marketing!