

Social Media Calendar Example

- Library Commission
- NCompass Live
- Center for the Book

- Library Innovation Studios
- Special Programming

March 2018

A Social Media calendar will help you post consistently without overwhelming your audience.

1. Write down your regularly scheduled posts. What happens every week or month that you blog or post about consistently?

- Throwback Thursday
- NCompass Live
- Friday Reads, etc.

2. Add any special events or programming happening that month.

- Crete LIS installation & training
- LIS Train the Trainer Event
- Staff Bio, etc.

3. Determine which days you have little or no activity and fill with pre-planned content posts.

- Highlight a piece of LIS equipment or a mobile kit
- Volunteer bio/Why I'm a Part of LIS
- Finished project spotlight
- Build-up posts to and event: open house, training, or maker fair.

4. Stick to your posting schedule and keep your audience engaged!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Throwback NCompass	2 Friday Reads	3
4	5 LIS: Crete	6 LIS: Project SL	7 Staff Bio	8 Throwback NCompass	9 Friday Reads	10
11 LIS: Laser Cutter <small>Daylight Savings Begins</small>	12 LAL: Clinic	13 LIS: Train	14 OBON Poem LIS: Train	15 Throwback NCompass	16 Friday Reads	17 LIS: equipment <small>St. Patrick's Day</small>
18	19 LIS: Apply	20 LAL: Clinic <small>Spring Begins</small>	21	22 Throwback NCompass	23 Friday Reads	24
25 <small>Palm Sunday</small>	26 LIS: S. Sioux	27 LIS: S. Sioux	28 LAL: Clinic	29 Throwback NCompass	30 Friday Reads <small>Passover</small>	31 LIS: Volunteer bio