**Social media 4 month planning sheet**

The more you can plan ahead the easier it will become to post regular content.

How can you find interesting content?

* Set up a google alert for subjects relevant to your organisation. <https://www.google.co.uk/alerts>. Once set up, you will receive an email as often as you want with articles and links from across the internet using your chosen subject matters.
* Follow other similar organisations on Twitter and see what they are posting about, retweet and share links.
* Set up a list in Twitter of organisations you can follow who may share content of interest to your organisation, scan this list every few days for interesting content. <https://help.twitter.com/en/using-twitter/twitter-lists>
* Set up an email address for people in your organisation to email with updates, stories and news to schedule into your content plan.

Once you have some ideas for content, plan them out across a month in a sheet like this.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Facebook | Twitter | Instagram | Key message |
| March |  |  |  |  |
| Week 1 |  |  |  |  |
| Week 2 |  |  |  |  |
| Week 3 |  |  |  |  |
| Week 4 |  |  |  |  |
| April  |  |  |  |  |
| Week 1 |  |  |  |  |
| Week 2 |  |  |  |  |
| Week 3 |  |  |  |  |
| Week 4 |  |  |  |  |
| May |  |  |  |  |
| Week 1 |  |  |  |  |
| Week 2 |  |  |  |  |
| Week 3 |  |  |  |  |
| Week 4 |  |  |  |  |
| June |  |  |  |  |
| Week 1 |  |  |  |  |
| Week 2 |  |  |  |  |
| Week 3 |  |  |  |  |
| Week 4 |  |  |  |  |