

DECEMBER '14

Followers on Dec. 1

Facebook

Twitter

LinkedIn

Top business goal(s) for this month _____

	Cyber Monday					
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	First day of Hanukkah	18	19	20
First day of Winter	22	23	Christmas Eve	Christmas Day	Kwanzaa begins	27
28	29	30	New Year's Eve			

Social Media Tips

- Share photos of real people. Even photos of your products are better if they include actual people.
- Share the love. Don't forget to retweet and favorite your followers on Twitter.

What to share in December

- ☐ Create a Cyber Monday special Dec. 1.
- ☐ Create a company holiday card using an app such as Over on your phone or picmonkey.com
- ☐ Photos of your offices decorated for the season.
- ☐ Photos from the holiday office party
- ☐ It's the season of giving. Give a shout out to a business partner of yours and see if you can help grow their followers on social media.
- ☐ Warm thoughts for the first day of winter (Dec. 21). Do your employees work outdoors? Show how they stay warm when it's cold outside.
- ☐ Thank customers for all of their help in 2014.
- ☐ Air your grievances on Festivus (Dec. 23). Humorously done, of course.
- ☐ Is a local team playing in a football bowl game? Ask people to guess the score and give away a prize to the person who comes closest.

What are you going to share this month that benefits your followers?

DATE	MESSAGE	IMAGE/PHOTO

What are you going to share this month that benefits your business?

DATE	MESSAGE	IMAGE/PHOTO

End-of-month Analytics

Facebook: Average Post Reach _____ Average Likes _____ Average Comments _____ Average Shares _____
Twitter: Engagement rate _____ Link clicks _____ Retweets _____ Favorites _____ Replies _____