

# JANUARY '15

## Followers on Jan. 1



Top business goal(s) for this month \_\_\_\_\_

				New Year's Day 1	2	3
4	National Bird Day 5	6	7	8	9	Houseplant Appreciation Day 10
11	12	13	14	15	16	17
18	Martin Luther King's Birthday 19	20	21	22	23	24
Opposite Day 25	26	27	28	29	30	31

### Social Media Tips

- 2015 is the year to get on Instagram. And if you're there already, it's time to start taking it seriously.
- Take an audit of all of your social media accounts going into 2015 to see which areas need attention.

### What to share in January (or not)

- If you're going to share a message on New Year's Day, make it something specific to your company (a photo of your team, for example) and not just a thoughtless message telling everyone Happy New Year.
- MLK Day and your brand's social media accounts don't mix. Disagree? Search for "mlk day fails" in Google.
- Jan. 4 is Trivia Day. Ask your followers a trivia question about your brand.
- Jan. 17 is Ditch New Year's Resolutions day. Check in with your followers to see how they are doing toward their resolutions. Better yet: Tell us how you are doing on yours.
- The Super Bowl is Feb. 1, so don't let that one sneak up on you. If you sell products that people might want at their Super Bowl party (TVs, food), have a plan to promote that.

### 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 \_\_\_\_\_