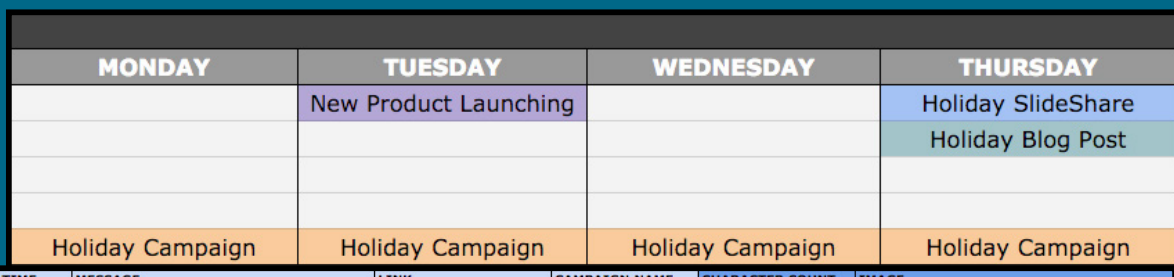
HubSpot buffer

SOCIAL MEDIA CONTENT CALENDAR USER GUIDE



MONDAY	TUESDAY	WEDNESDAY	THURSDAY
	New Product Launching		Holiday SlideShare
			Holiday Blog Post
Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign

DAY	DATE	TIME	DATE & TIME	MESSAGE	LINK	CAMPAIGN NAME	CHARACTER COUNT	IMAGE
MONDAY								
	1/2/2017	8:00:00	1/2/2017 8:00:00	Move social media from a side show to a busines	http://www.hubspot.com/pr	Social Inbox	91	Paste a web link to your image (size: 1024 x 512 p
	1/2/2017	9:00:00	1/2/2017 9:00:00				0	
	1/2/2017	10:30:00	1/2/2017 10:30:00				0	
	1/2/2017	12:00:00	1/2/2017 12:00:00				0	
	1/2/2017	13:30:00	1/2/2017 13:30:00				0	
	1/2/2017	15:00:00	1/2/2017 15:00:00				0	
	1/2/2017	16:30:00	1/2/2017 16:30:00				0	
	1/2/2017	18:00:00	1/2/2017 18:00:00				0	

KEY:	
Holiday	0
Campaign	0
Ebook	0
Webinar	0
Blog Post	0
SlideShare	0
Product Launch	0
Experiment	0
Other	0

[INSERT MONTH + YEAR]

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3 Twitter Updates pg. 6

4 Facebook Updates pg. 14

5 LinkedIn Updates pg. 15

6 Instagram Updates pg. 16

7 Pinterest Updates pg. 17

8 Google+ Updates pg. 18

9 How to Attach an Image to Your Excel Spreadsheet pg. 19

Final Thought pg. 22

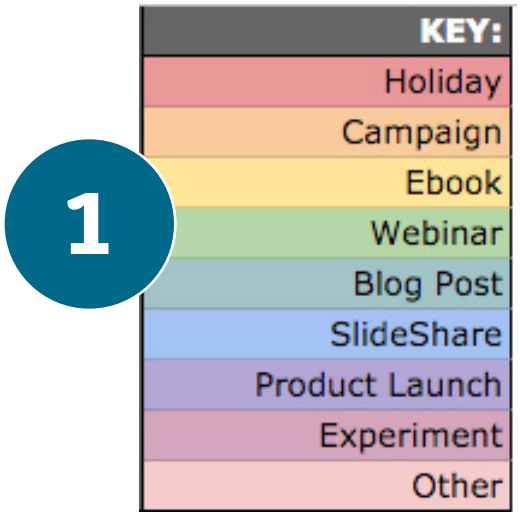
Introduction

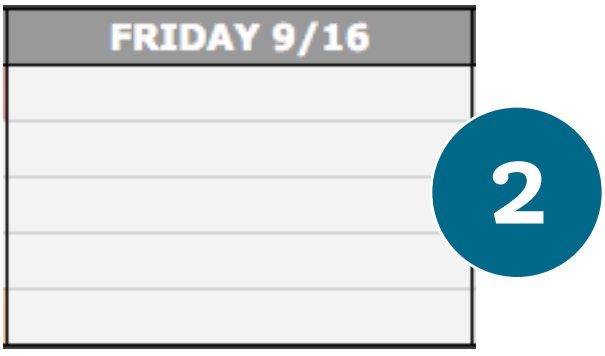
This Social Media Content Calendar will let you organize your social media activities far in advance, making it easier to coordinate campaigns, grow your reach, and scale your social media marketing. The template includes a monthly calendar, content repository, and a space for weekly updates on Twitter, Facebook, LinkedIn, Instagram, Pinterest, and Google+.

To make this template easy to use, this section will break down what to do with each tab, highlighting nuances and giving you tips for maximum productivity. We'll also give you tips on how to upload this template directly into HubSpot or Buffer.

Monthly Planning Calendar

This calendar is meant for you to plan your monthly social media content. Here, you'll write out common themes such as campaigns, holidays, or specific pieces of content you'd like to promote across all social networks on a particular day or week. This calendar will not only help you coordinate efforts across all your social channels, but it will also help you align better with email promotion, blog content, and other team-wide campaigns or promotional channels. In **Image 1** below, you'll see an example of types of content or campaigns you might coordinate around. Feel free to change this key depending on the types of content you tend to promote. Additionally, in **Image 2**, you'll see that you can write in the date next to each day of the week on your calendar, and in the rows below it you can include specific details about your content or campaigns. Finally, in **Image 3**, you'll see it says "Insert Month + Year," which you should replace with the particular month and year you're planning for. This "Monthly Planning Calendar" tab can even be copied over 12 times and made into a calendar for each month of the year.



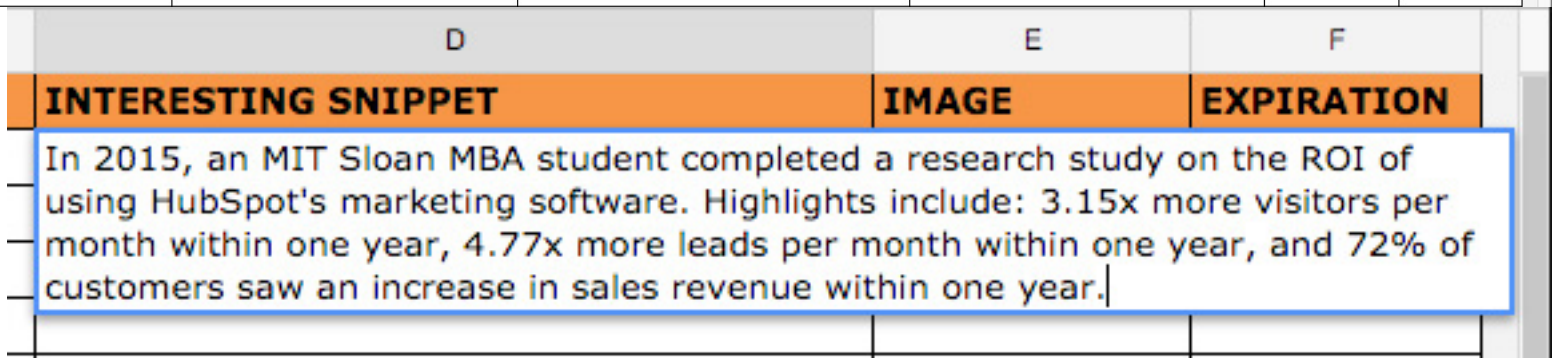




Content Repository

The Content Repository tab of this spreadsheet will help you keep track of the content you have in your arsenal that can be promoted on social media. As your inbound marketing strategy grows, you'll have accumulated an impressive bank of content and offers that you'll want to resurface and promote via social media. To ensure you don't lose track of all of that great content, record it on this tab so you're never at a loss for social media content! If the content you're promoting is not evergreen, be sure to include an expiration date in the column marked "Expiration."

	A	B	C	D	E	F
1	**CONTENT TYPE**	**TITLE**	**LINK**	**INTERESTING SNIPPET**	**IMAGE**	**EXPIRATION**
2	Website Page	The Return on Investment of Using HubSpot	http://www.hubspot.com/roi	In 2015, an MIT Sloan MBA student completed	TBD	N/A
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						



Twitter Updates

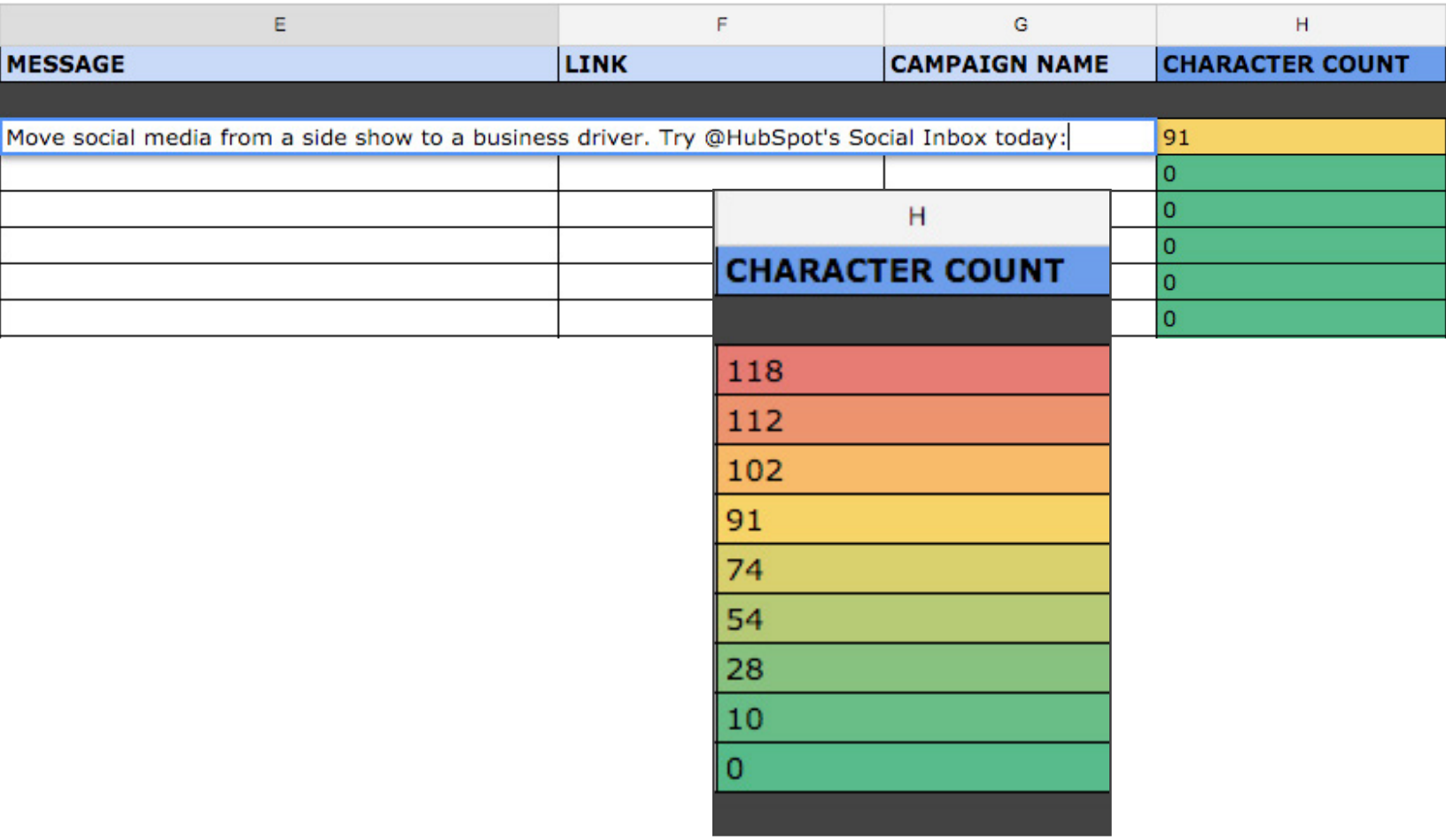
Use this tab to plan out all of your Twitter content week-by-week. The first four columns, "Day," "Date," and "Time" are there for your convenience. "Date & Time" might seem repetitive, but it will be useful to you when you go to upload your sheet in bulk. In the "Message" column, simply input the copy you'd like to appear in your tweet, bearing in mind you should keep it under 114 characters to allow room for a link. After you've composed your tweet, paste the URL you'd like to include in your tweet in the "Link" column. In the column labeled "Campaign," include the name of the campaign you'll tag to that tweet so you can report on how well it performed later. Your "Campaign" should align with the same campaign name you used in other marketing materials.

The example below links to a demo of HubSpot's Social Inbox product, so we included the campaign name "Social Inbox" so the reporting shows how many tweets we sent about this particular topic and how well each performed:

	A	B	C	D	E
1	DAY	DATE	TIME	DATE & TIME	MESSAGE
2	MONDAY				
3		1/2/2017	8:00:00	1/2/2017 8:00:00	Move social media from a side show to a busines
4		1/2/2017	9:00:00	1/2/2017 9:00:00	
5		1/2/2017	10:30:00	1/2/2017 10:30:00	
6		F	G	H	I
7		LINK	CAMPAIGN NAME	CHARACTER COUNT	IMAGE
8					
9		http://www.hubspot.com/pr	Social Inbox	91	Paste a web link to your image (size: 1024 x 512 pixels)
10				0	
11				0	
12	TU			0	
				0	
				0	
				0	
				0	
				0	
				0	

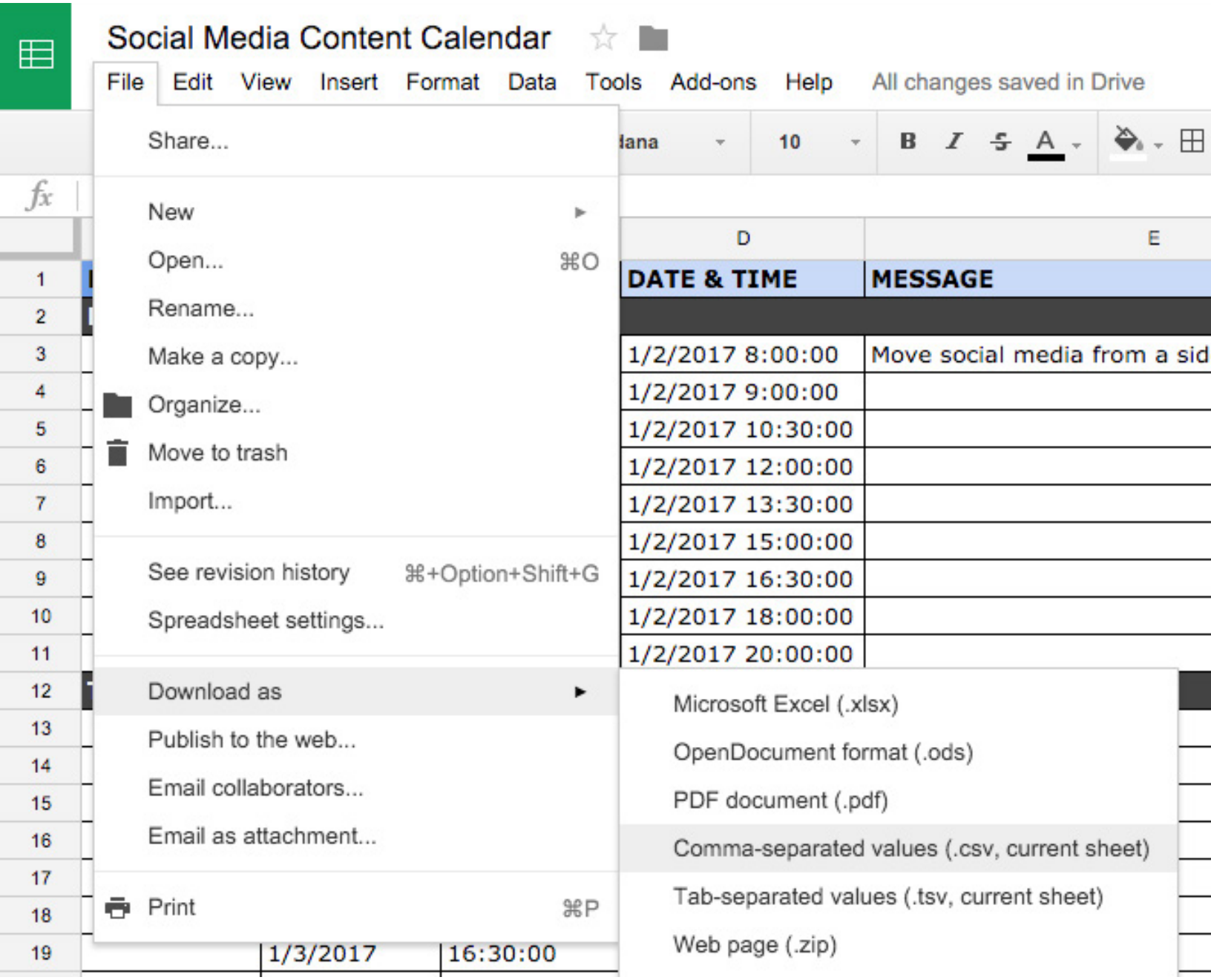
The “Character Count” section will auto-calculate the number of characters you’ve entered with a color-coded system to keep you on point. Green means you’re in the clear and you’ll be able to attach an image in addition to a link. Once you’ve hit 95 characters, the box turns yellow. This means you’ll only be able to fit a link with no image. If the box turns bright red, that means you’ve hit 118 characters and you’ll no longer be able to include a link or an image -- just text.

If you’d like to include an image, check out the section titled, How to Attach an Image to Your Spreadsheet” on page 6. We suggest using 1024 x 512 pixels for Twitter images.



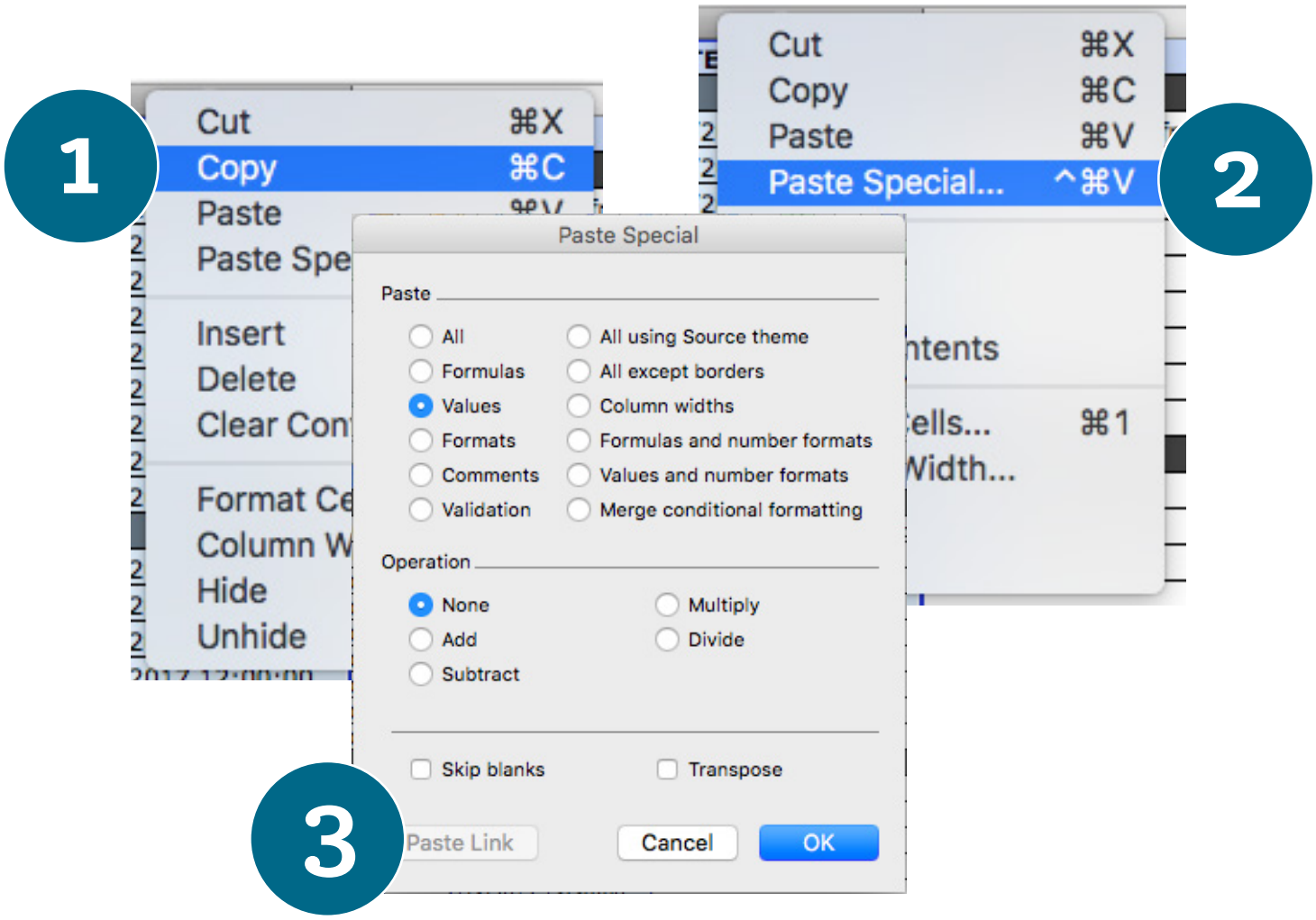
How to Upload Your Twitter Spreadsheet in HubSpot

When you are ready to upload this sheet into HubSpot's Social Inbox, simply open a new Excel workbook and drag your "Twitter Updates" tab into that new workbook. If you're using this template as a Google Spreadsheet, you'll have to download it as an Excel CSV file and make your changes there:



Once you've downloaded your file or you have this in a separate workbook in Excel, make sure you delete the columns titled, "Day," "Date," "Time," "Character Count," and "Image" (we've marked these as dark blue in your downloaded file). These columns are for organizational purposes only, and will not successfully upload in bulk. If you'd like to include an image in your tweets, simply go back through your tweets once they've been scheduled and attach the images you've set aside in your spreadsheet. What you should keep are the light blue columns listed in the image on the previous page. These are, "Date & Time," "Message," "Link," and "Campaign." However, you'll need to change the title "Date & Time" to just "Date" in order for HubSpot to accurately recognize it.

Before you go deleting your columns, you'll need to highlight your smart "Date & Time" column and turn it into a static column. As it is now, this column is set to read your "Date" and "Time" columns and put them together into a "Date & Time" column that HubSpot will be able to read. The reason all three of these columns exist is so you can easily change the dates in the "Date" column every week and keep the times in the "Time" column the same. Here's how you make your column static in Excel:

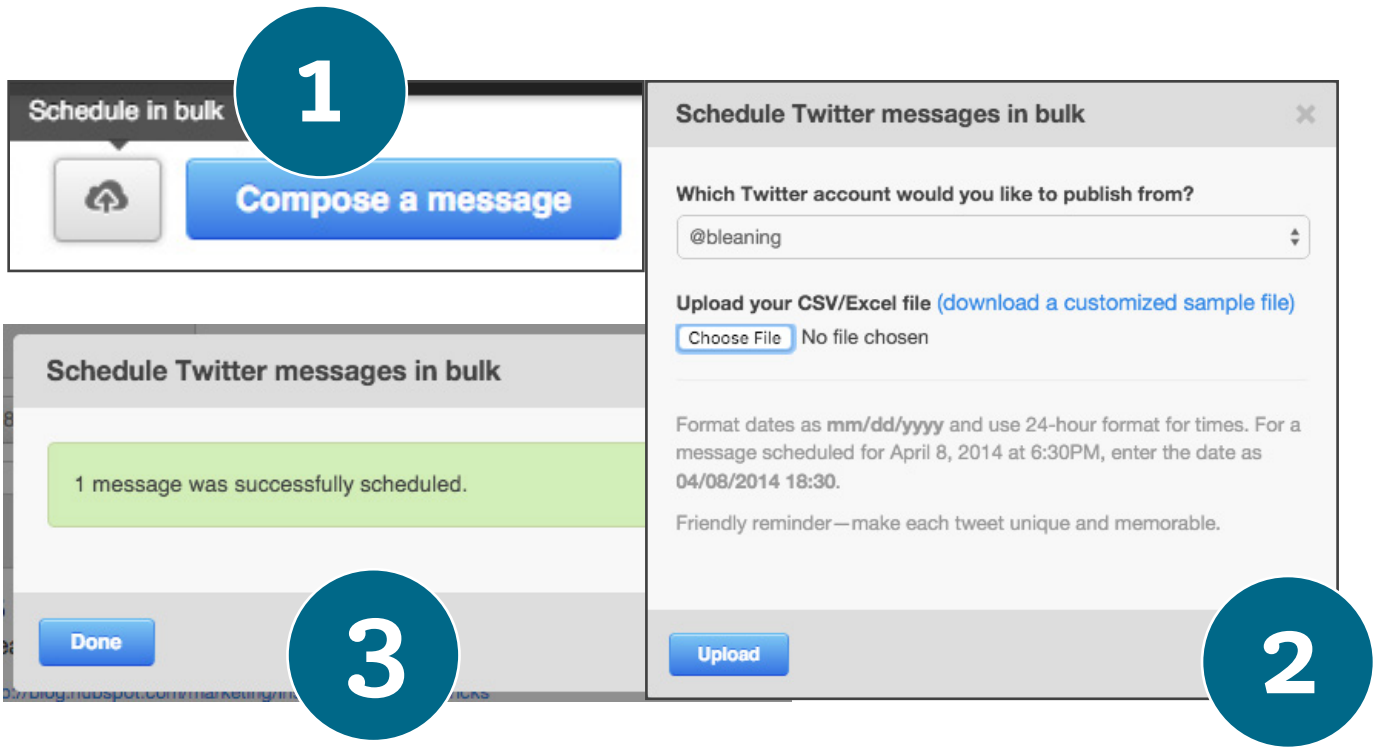


First, you'll need to highlight the whole "Date & Time" column, right click, and copy. Next, you'll right click and "Paste Special..." Just make sure your column is still highlighted when you do this. A screen will pop up (as you see in image 3 on page 3) and you'll need to select "Values" under "Paste," then click "OK." Once you've pasted your static column, change "Date & Time" to just "Date."

Additionally, you should delete the gray rows that say "Monday," "Tuesday," "Wednesday," etc. and any blank rows with no messages in them. If you leave these rows, they will return an error message when you go to upload your spreadsheet. Here are the columns you should be left with:

DATE	MESSAGE	LINK	CAMPAIGN
4/8/16 18:30	Move social media fr	http://www.hubspot.com	Social Inbox

When you've filled out your entire sheet, save your new "Twitter Updates" document as a .CSV file with a title that reflects the week you're working with to stay organized. You'll now be able to upload this sheet using HubSpot's bulk uploader. To do that, hop over to the "Social" tab in HubSpot and select "Publishing." At the top of the page, you should see something that looks like this:

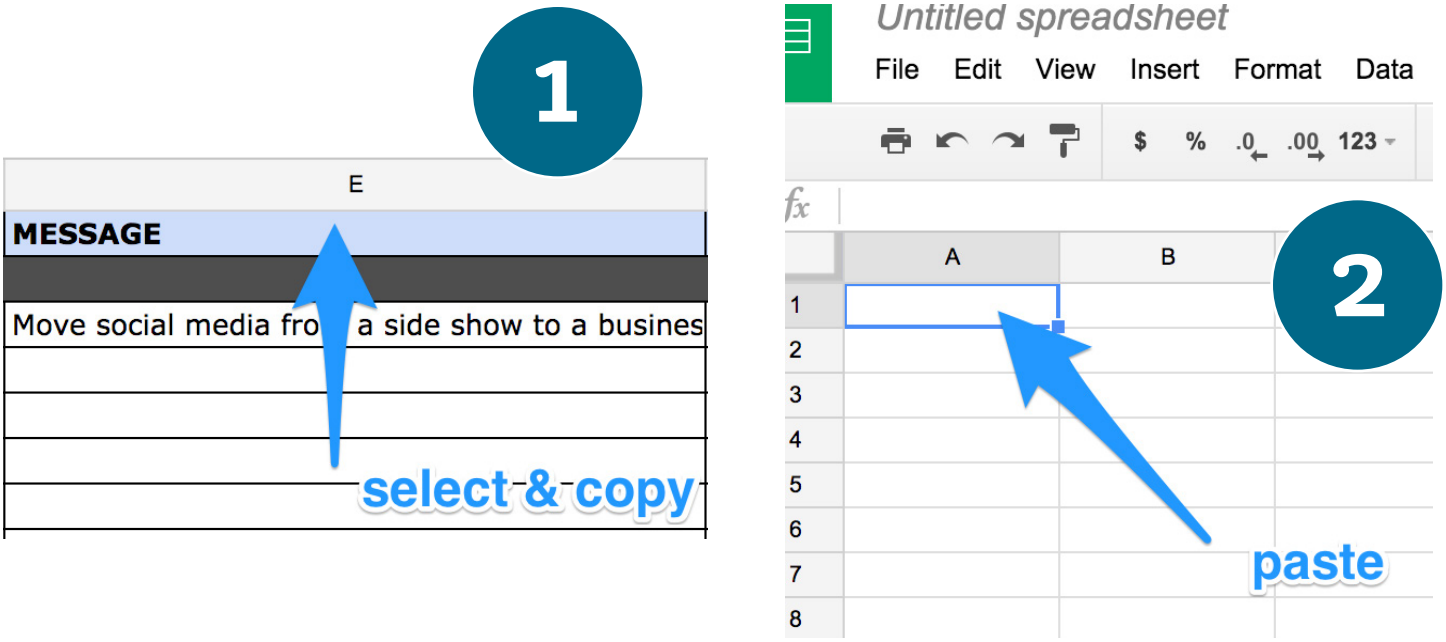


First, click the gray cloud and arrow symbol next to “Compose a message.” Next, you’ll see a window to select your account and upload your CSV file. Click “Upload” and if you’ve followed these steps correctly, you’ll see a green “Successfully scheduled X messages” screen.

How to Add Your Twitter Spreadsheet to Buffer

When you are ready to add your tweets into Buffer, you can upload in bulk using a third-party tool like BulkBuffer.com or BulkPublish.

Simply select all of the Message content in column E that you would like to add to Buffer. Copy the content and paste into Column A of a new spreadsheet.



Note: If using BulkPublish, you can also automatically add images in bulk. Copy the information from the Image section in column I, and match it up with the Message content that you have previously copied. Paste this into Column B of your new spreadsheet.

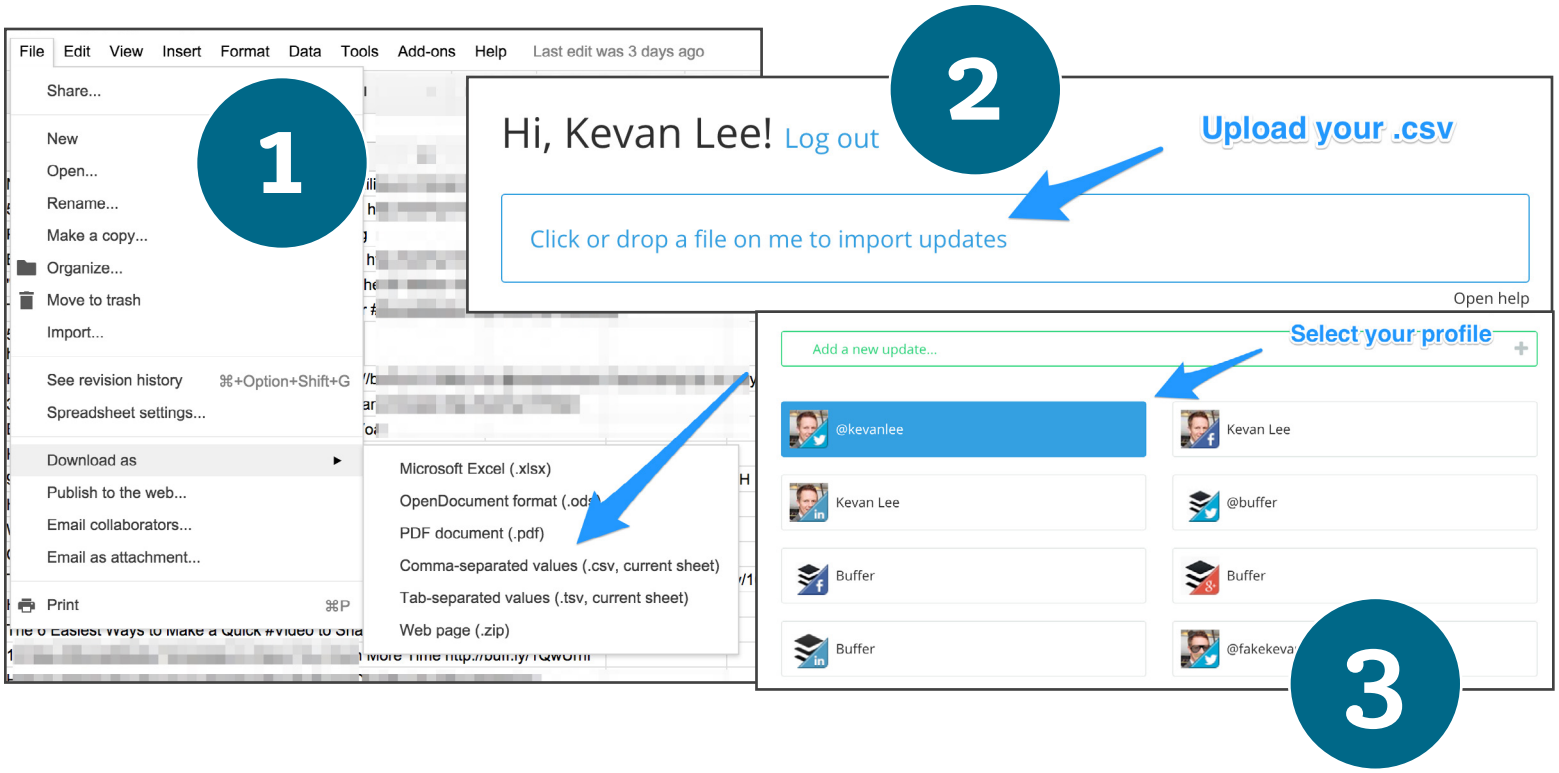
Here's an example spreadsheet:

download.csv

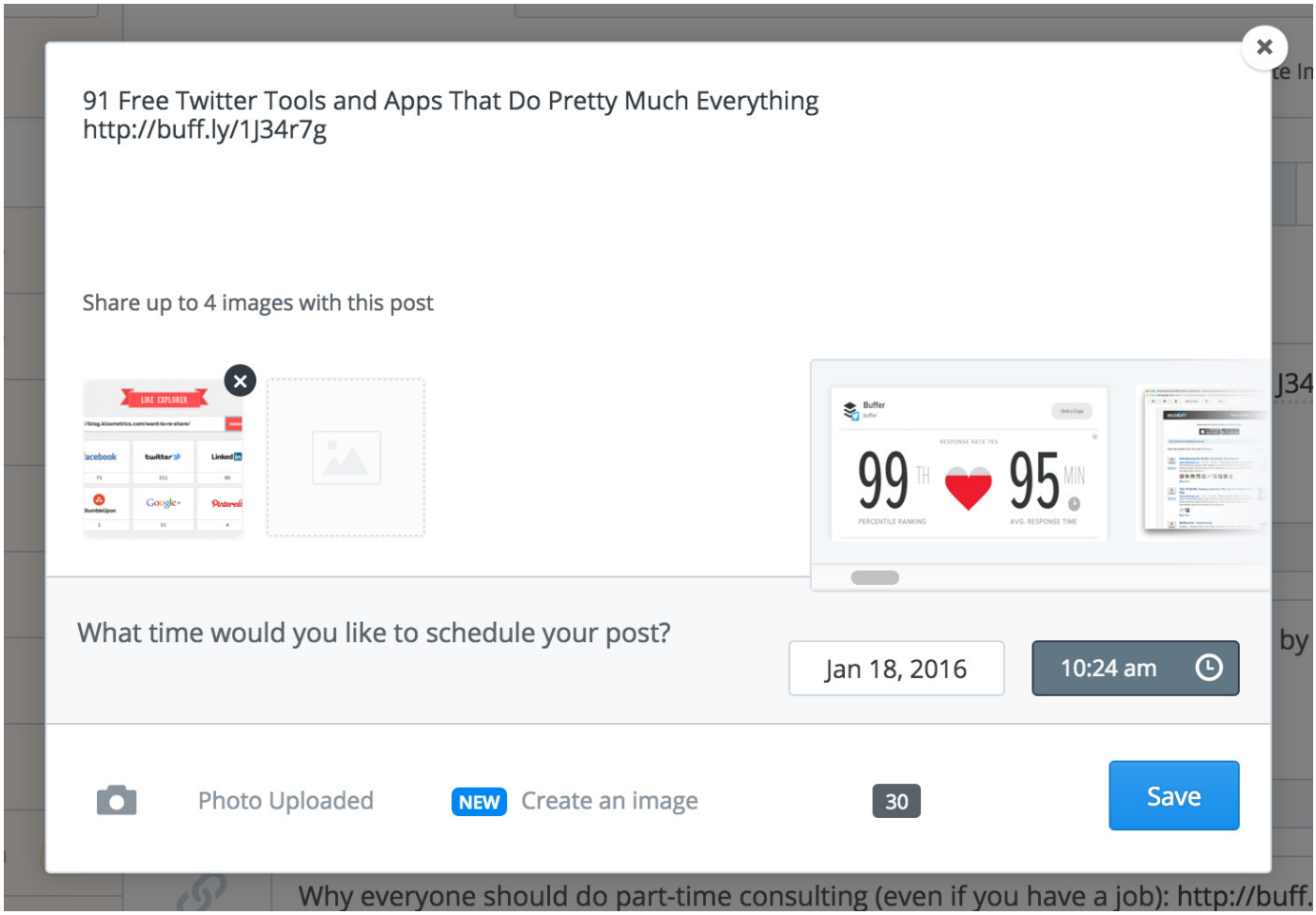
File Edit View Insert Format Data Tools Add-ons Help Last edit was 3 days ago

	A	B	C	D	E	F	G
1	New post I'm a bit scared to publish: We've Been Failing on Social Media for the Past 2 Years. http://buff.ly/1hYdclJ						
2	5 Simple Ways to Open Your Blog Post with a Bang http://buff.ly/1GoDfaw by @brianclark						
3	Plogging is the new blogging? http://buff.ly/1hMB4sg						
4	Building a Newsletter Welcome Series from Scratch http://buff.ly/1X1Rq1e						
5	"Great write-up in @Inc about how Buffer works: ""The $7 Million Startup With Zero Managers"" http://buff.ly/1lQkTfV"						
6	The 5 Most Meaningful Google Analytics Reports for #SocialMedia http://buff.ly/1GoDzGj						
7	5 Newsletters That Are Cooler Than a Jellyfish http://buff.ly/1lymJSx						

When finished, download the spreadsheet as a .csv file. At BulkBuffer, click the "Start Uploading" button, authorize your account, then click to add your .csv file to the BulkBuffer tool. Select the accounts where you want the content to go.



All updates will be added directly to your Buffer queue, and you can go to your Buffer dashboard to further customize the exact times and days of when the content will be published. Additionally, you can manually enter this content into the Calendar View screen from your Buffer dashboard.



Facebook Updates

Facebook updates work similarly to Twitter updates, minus the ability to bulk upload. The first three columns, "Day," "Date," and "Time" are there for your convenience. Head on over to the column labeled "Message" and input the copy you'd like to appear in your status update. Then move to the "Link" column and input the link you'll be, well, linking to in the update! If you'd like this update to be tagged to a certain campaign, include this in the "Campaigns" column to ensure you can track all of the traffic that comes from Facebook. Lastly, if you'd like to include an image, we suggest 1200 x 900 pixels.

To bulk upload your Facebook updates into Buffer, you can follow the above steps for Twitter bulk uploading.

DAY	DATE	TIME	MESSAGE	LINK
MONDAY				
	1/2/2017	9:00:00	Don't batch and blast. HubSpot's social me	http://www.hubspot.co
	1/2/2017	12:00:00		
	1/2/2017	15:00:00		
	1/2/2017	17:00:00		

	CAMPAIGN	IMAGE
om/produ	Social Inbox	Paste a web link to your image (size: 1200 x 900 pixels)

LinkedIn Updates

LinkedIn updates are the most unique of all, because you have both Company Pages and Groups to consider. To demonstrate the difference between Company Page updates and Group updates, let's navigate over to the column labeled "Title (For Group Discussions Only)." Groups let you post a few kinds of updates, one of which is something called a Discussion. You will only fill out this column if you are looking to post a Discussion to your LinkedIn Group -- because Discussions are the only update you'll be posting that requires a title. If you're not posting a Discussion to a LinkedIn Group, you don't need to fill out this field, because your update will not have a title.

You'll fill out the next columns, "Message," for every type of update you post, whether it's for a Company Page or a Group. Simply input your copy into this column, and then navigate to the next two columns, "Link" and "Campaign," to input the URL to which you're directing readers, and the campaign name you'll use to track them. If you'd like to attach an image to your post, we suggest 700 x 520 pixels.

To bulk upload your LinkedIn updates into Buffer, you can follow the above steps for Twitter bulk uploading.

DAY	DATE	TIME	TITLE (For Group Discussions Only)	MESSAGE
MONDAY				
	1/2/2017	9:00:00	N/A	It's frustrating to not be able
	1/2/2017	12:00:00		
	1/2/2017	16:00:00		

LINK	CAMPAIGN	IMAGE
http://www.hubspot.com/products/s	Social Inbox	Paste a web link to your image (size: 700 x 520 pixels)

Instagram Updates

With Instagram updates, you'll notice you can't actually link to a specific webpage or article from an individual post. To get around this, we've included a "Link in Bio" section to help you organize which posts need promo links, and which don't. If your Instagram post doesn't require a link, simply write "N/A" in the "Link in Bio" section. In this tab you'll also notice that there are currently only two slots per day. Feel free to adjust this to add more rows if you wish, just keep in mind that Instagram is more about quality than quantity. For Instagram pictures, we recommend you post high-quality photos that are perfect squares around 1080 x 1080 pixels.

DAY	DATE	TIME	MESSAGE	LINK FOR BIO
MONDAY				
	1/2/2017	8:00:00	Are you trying to build your brand on Instag	http://blog.hubspot.com/
	1/2/2017	18:00:00		
TUESDAY				
	1/3/2017	8:00:00		
	1/3/2017	18:00:00		

CAMPAIGN	IMAGE
How-to	Paste a web link to your image (size: 1080 x 1080 pixels)

Pinterest Updates

Pinterest is a highly visual social network, so make sure you focus on organizing images in this tab. You could do this easily by pasting a link in your Google spreadsheet, or by attaching a document in your Excel spreadsheet. We recommend always organizing your images in a Google Drive, Dropbox, or desktop folder before planning and scheduling content for the week. For Pinterest, your most optimized images will be around 735 x 1102 pixels, however also keep in mind that longer content such as infographics could perform even better.

In the "Message" section of your Pinterest tab, be sure to keep the text short but searchable. You want to make sure the image is doing the talking for you rather than the text.

DAY	DATE	TIME	MESSAGE	LINK
MONDAY				
	1/2/2017	8:00:00	Want to generate more revenue from Pinterest?	http://blog.hubspot.com/
	1/2/2017	12:00:00		
	1/2/2017	18:00:00		

CAMPAIGN	IMAGE
Infographics	Paste a web link to your image (size: 735 x 1102 pixels)

Google+ Updates

Finally, we come to Google+. Start in the "Message" column and input your status update. Then move over to the last two columns and input the link to which you're directing readers, and the campaign name you'll use at the end of that URL to track visitors coming to your site from Google+. If you're attaching an image, you could use multiple different sizes, but 960 x 960 pixels works best.

To bulk upload your Google+ updates into Buffer, you can follow the above steps for Twitter bulk uploading.

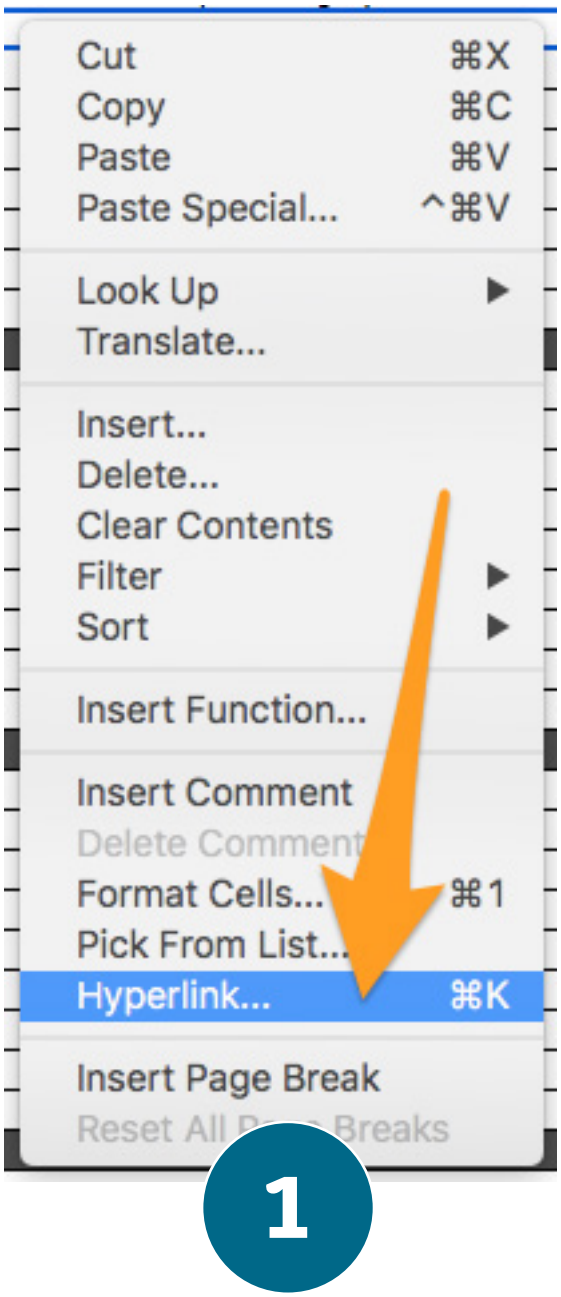
DAY	DATE	TIME	MESSAGE	LINK
MONDAY				
	1/2/2017	9:00:00	We're giving away free trials of our marketing	http://www.hubspot.co
	1/2/2017	12:00:00		
	1/2/2017	15:00:00		
	1/2/2017	17:00:00		

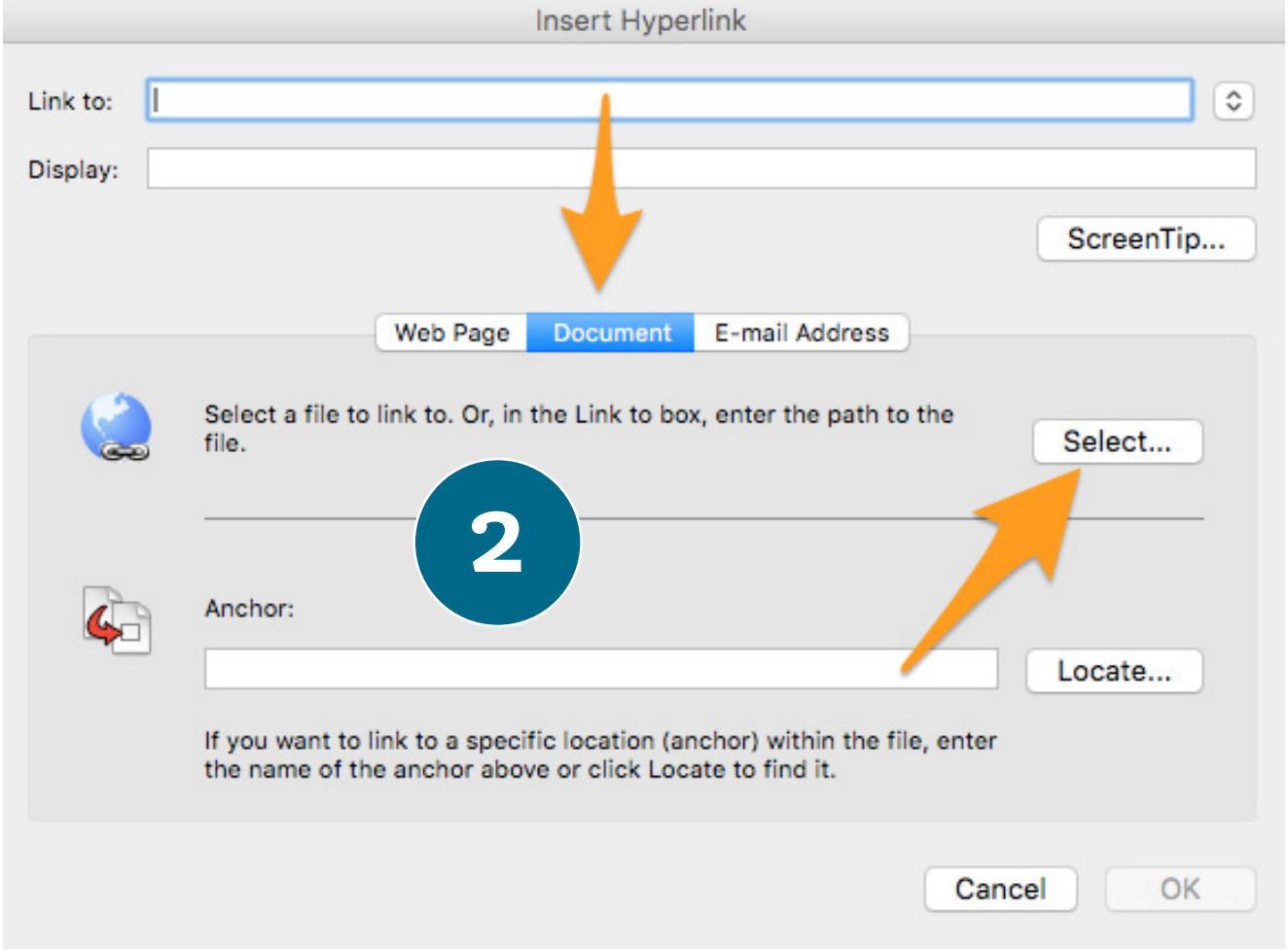
CAMPAIGN	IMAGE
Social Inbox	Paste a web link to your image (size: 960 x 960 pixels)

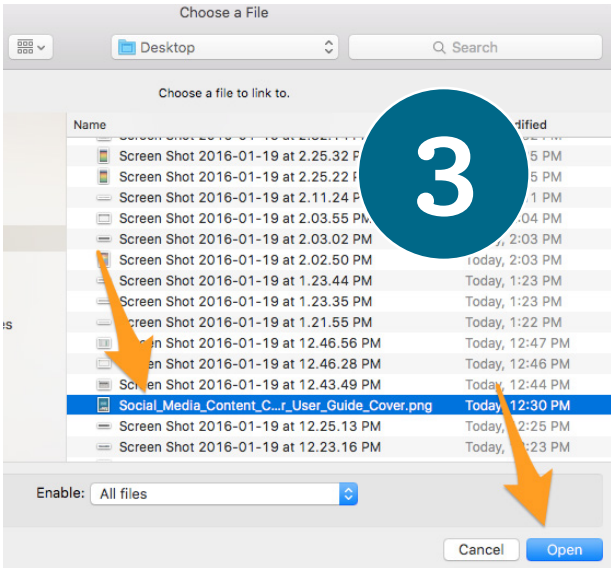
How to Attach an Image to Your Excel Spreadsheet

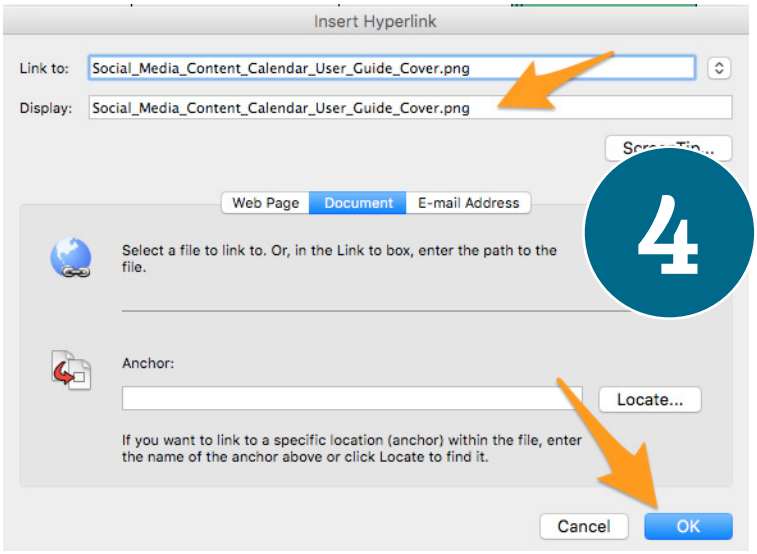
To attach an image in Excel, follow steps 1-5 to the right and on the next page. First, you'll want to right click into the cell you'd like to paste your image into. Next, click "Hyperlink" and you'll see an "Insert Hyperlink" window pop up. Click the "Document" button, and then click "Select..." to choose your image. Once you do this, you'll see a "Choose a File" window where you can select an image from your computer. Once you've selected the correct image, click "Open" and you will see your image attached to the "Insert Hyperlink" screen. Feel free to edit the prefer to name your file something else. "OK" and your image will be hyperlinked. organizational purposes only -- this link upload it into your publishing software. this document with another person on will not work for them, as this file was computer and cannot be transferred.

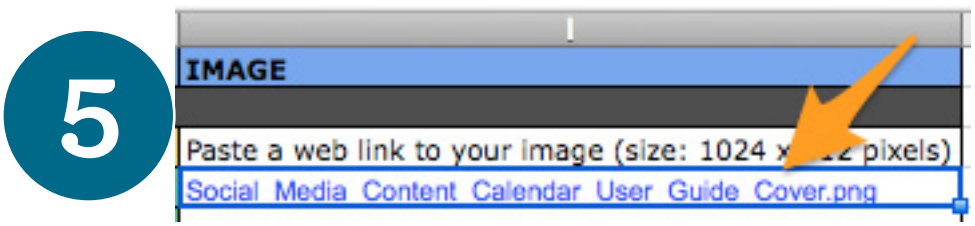
To add images to scheduled tweets in your "Scheduled" dashboard under the can edit individual tweets and attach the spreadsheet.



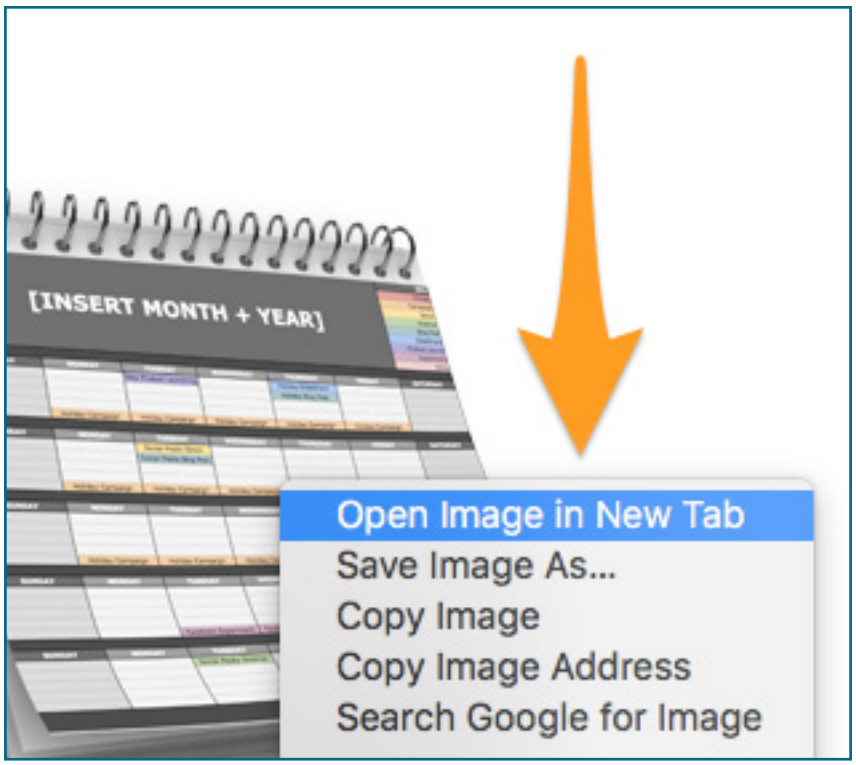

Insert Hyperlink
Link to:
Display:
ScreenTip...
Web Page
Document
E-mail Address
Select a file to link to. Or, in the Link to box, enter the path to the file.
Select...
2
Anchor:
Locate...
If you want to link to a specific location (anchor) within the file, enter the name of the anchor above or click Locate to find it.
Cancel
OK


Choose a File
Desktop
Search
Choose a file to link to.
Name
Screen Shot 2016-01-19 at 2.25.32 P
Screen Shot 2016-01-19 at 2.25.22 P
Screen Shot 2016-01-19 at 2.11.24 P
Screen Shot 2016-01-19 at 2.03.55 PM
Screen Shot 2016-01-19 at 2.03.02 PM
Screen Shot 2016-01-19 at 2.02.50 PM Today, 2:03 PM
Screen Shot 2016-01-19 at 1.23.44 PM Today, 1:23 PM
Screen Shot 2016-01-19 at 1.23.35 PM Today, 1:23 PM
Screen Shot 2016-01-19 at 1.21.55 PM Today, 1:22 PM
Screen Shot 2016-01-19 at 12.46.56 PM Today, 12:47 PM
Screen Shot 2016-01-19 at 12.46.28 PM Today, 12:46 PM
Screen Shot 2016-01-19 at 12.43.49 PM Today, 12:44 PM
Social_Media_Content_C...r_User_Guide_Cover.png Today, 12:30 PM
Screen Shot 2016-01-19 at 12.25.13 PM
Screen Shot 2016-01-19 at 12.23.16 PM
3
Enable: All files
Cancel
Open


Insert Hyperlink
Link to: Social_Media_Content_Calendar_User_Guide_Cover.png
Display: Social_Media_Content_Calendar_User_Guide_Cover.png
Web Page
Document
E-mail Address
Select a file to link to. Or, in the Link to box, enter the path to the file.
4
Anchor:
Locate...
If you want to link to a specific location (anchor) within the file, enter the name of the anchor above or click Locate to find it.
Cancel
OK


5
IMAGE
Paste a web link to your image (size: 1024 x
pixels)
Social_Media_Content_Calendar_User_Guide_Cover.png

If you're using a Google Spreadsheet, easiest way to include an image is to attach a link to that image. The best way to do this is by creating a folder in Google Drive for all the images you have going out that day, week, or month. Once you have a folder for your set of messages, you can then link to individual images within that folder. You can also grab images directly from your blog or website by right clicking on them and opening the web link in a new tab. Here's an example of what this might look like:



H	I
CHARACTER COUNT	IMAGE
91	http://cdn2.hubspot.net/hubfs/53/Social_Media_Content_Calenda
0	

Final Thought

We've included some recommendations for publishing frequency in this template, but you may find you need to publish more or less, or at different times of day or night, depending on your business. Please edit the dates and times to fit your needs.

Once you've published this content to your social media networks, your job isn't over. You still need to monitor each network for engagement, and reply to fans and followers regularly.

If you're a HubSpot customer, you can use Social Inbox to do this.

If you're a Buffer customer, you can find your engagement data in the Analytics tab of your dashboard, and you can engage directly with your audience via the new Buffer tool Respond.