

Welcome to the editorial calendar!

This bonus for attending the Stand Out+ workshop contains a mix of videos and text so you can learn more about the importance of an editorial calendar and how to use it. This document accompanies the *Editorial Calendar Spreadsheet* that you can download.

START HERE

Watch this video first: <https://youtu.be/sTzkTRols1k>

This tool is to help you develop a strategy for posting on LinkedIn. As with anything you do, being consistent is key. Because LinkedIn is a business network, it's best to keep active, but don't go overboard. Try to post an update **at least three times per week** minimum; aim for a maximum of three or four updates per day, as long as you're sharing useful, relevant content. Every update is another opportunity to strengthen or forge a connection.

How to use this calendar

If you look at the tabs in the spreadsheet, you will see that they are numbered 1-52. This way, no matter if you are starting January 1 or July 5, you can just work on the next week in your rotation. It is best to keep Week 1 as the first week of January, as it will make the next year easier. Once you have completed a year's worth of scheduling, the following year will be MUCH easier. Below are the themes that we will assign to each day, along with an explanation of what type of content to use. The purpose of this editorial calendar is to help you get started and be consistent. Once you get going, you may well want to change out the themes in order to add more of your own voice. Above all, be positive and be consistent.

SOURCES

Watch this video: <https://youtu.be/dBIZRhFEVdw>

Make a list of all your sources that you currently read or use. If online, copy and paste the links into the "Source" tab on the spreadsheet.

Watch this video: <https://youtu.be/EVh3sRh3g60>

Gather all company brochures, social media links, websites, etc. and add to the Sources tab. We are not necessarily recreating the wheel here, if you or your company has put in a lot of time and effort on developing a great website, marketing material, YouTube channel or other social media channels, reuse the content! If you are a published author, share your information. Take "sound bites" from each and turn into memes or quotes. LinkedIn is also a great place to give your professional opinion when you share an article that you have read that pertains to your industry or an industry that is related to yours.

HOLIDAYS

Watch this video: <https://youtu.be/UfH ELi 4Og>

Plug in the holidays that you want to acknowledge and any dates pertinent to your industry. Go to <https://www.timeanddate.com/holidays/us/> to see what holidays are listed for each month.

THEMES

Watch this video: <https://youtu.be/BVyqjerpSqU>

Work one theme at a time, creating at least 3, if not more, posts for that theme. i.e. create 6 Motivational Monday posts and plug them into each week. **Working in batches helps you accomplish more**, as you are not constantly switching thought processes about what you are sharing. Try to include at least 1 hashtag, but no more than 3, that is most relevant to what you are sharing. To learn more about hashtags on LinkedIn, read this:

<https://www.linkedin.com/pulse/getting-started-hashtags-linkedin-mindi-rosser/>

Share It Sunday - *Original Long-Form Content* - When you write your own original content on LinkedIn, you give yourself an instant leg up on the competition. It takes a long time to build an audience of followers, and brand yourself an expert, so by writing on LinkedIn, your voice is added to a network of individuals who are already tuned in. This strategy can get you noticed as an expert in your field and boost your professionalism. OR *Industry-Adjacent Content* The key is to share information that interests your clients when they're not needing your services. This industry-adjacent content gives you the opportunity to showcase other topics you're familiar with that could be helpful to clients. i.e. if you are a Home Mortgage Lender, share info related to home ownership, including tips on yard maintenance and decor trends, not just interest rates.

Motivational Monday - uplifting, positive quotes. Include a meme (photo with words on it) and type it out so people can easily read it too, adding one hashtag. Use Canva Pro to create it and be sure to brand it with your logo and/or website.

Tips & Tricks Tuesday - Whether your audience is filled with like-minded professionals from your industry, past clients or a mix of both, you can't go wrong with sharing content that's meant to teach. We're drawn to lists, best practices, and how-to guides. Keep this industry specific.

What's New Wednesday - Users want timely, relevant content. Share new blog posts, stories from industry journals or whatever you find that's in the moment and of concern to either you, your industry, or the network of followers you've amassed. Add one or two lines when sharing it of why you think it is interesting or important.

Talk About It Thursday - Were you at a networking event this last week? Did you go to a business seminar? Do you have an upcoming event to promote - your own, or something you are attending? Share a photo or two from those events and/or to create a graphic and promote your upcoming event.

FAQs Friday - Answer frequently asked questions related to your business or career. Take a look at your business' website, or google "FAQs + Your Business Type" to get the ball rolling. Answer the questions in your own words. Find a relevant image to use or a big question mark in one of the colors of your logo.

Shout Out Saturday - Use Saturday as a day to give a shout out to employees who are celebrating a work anniversary; businesses that are celebrating a significant milestone; or other important events to your company. OR share something from the current book you are reading, along with tagging the author (@authors name)

IMAGES

Watch this video: <https://youtu.be/Tc2tVdVaiPU?t=8s>

As you are creating these posts, make sure to find images to use with them. To find free images to use follow these steps.

1. Go to google.com
2. In the google search bar, type in what you are looking for, i.e. "blue question mark"
3. Click on images just below the search bar and above the images that are returned
4. Click on "tools" to the right and under the big search bar
5. Click on "usage rights" (to the left)
6. Click on "labeled for reuse"
7. Click on the image you want to use
8. Right click on the large image
9. Click on "save image as"
10. Navigate to your designated LinkedIn folder and rename file to something memorable and searchable, i.e. 001 blue question mark*

Join us in the *Client Acquisition Mastermind* private group on LinkedIn to have your questions answered about the editorial calendar, including what a **Social Media Aggregator** is, which one Nikole recommends and how to use it! Register today at StandOutPro.com/mastermind
