You must accept the fact that a huge part of the marketing space now requires the creation of content and for you to think and behave like an editor. Embrace the idea of a content schedule because it is what will help you develop the content that you need to drive traffic back to your website and to ultimately increase your visibility as a brand. Creating a schedule just requires you to designate how often content goes out on each platform. Here is template for a content schedule:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
| **Blog** | Write Blog post |  |  |  |  |
| **Twitter** | 1. Share articles 2. Interact with influencers 3. Follow influencer 4. Share quote | 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote | 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote | 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote | 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote |
| **Facebook** | Graphic Post | Post a Question | Share Blog post | Share an article about your industry | Share Video |
| **Google+** |  | Share Blog post |  |  |  |
| **Pinterest** | Create Photo for Blog Post and pin |  | Create a new pinboard related to your industry |  |  |
| **Social Bookmarking** |  |  |  | Share blog post on sites |  |