

THE BRANDING MUSE

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	<ol style="list-style-type: none"> 1. Share articles 2. Interact with influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 1. Share articles 2. Engage influencers 3. Follow influencer 4. Share quote 	<ol style="list-style-type: none"> 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	