

SOCIAL MEDIA NETWORKING CALENDAR

Weekly Strategy & Engagement Log

Month: _____ Week: _____

Primary Goal:
Target Audience:
Key Hashtags:

MONDAY	TUESDAY	WEDNESDAY
01 Content Outreach	02 Content Outreach	03 Content Outreach
THURSDAY	FRIDAY	SAT / SUN
04 Content Outreach	05 Content Outreach	Weekend Review â–ª Metrics Update â–ª Engagement Sweep â–ª Next Week Prep

NETWORKING LEADS TO FOLLOW UP
NOTES