

PLG Coaching
Social media Communications Calendar

Month: Feb 2016

Persona key: 1 = HR, 2 = Managers, 3 = Dev. Dirs.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
Media	Instagram		LinkedIn	Google+		
			Facebook			
8	9	10	11	12	13	14
LinkedIn		Facebook		LinkedIn		Facebook
				Newsletter		Instagram
15	16	17	18	19	20	21

Date	Topic	Content	Team member	Keywords/CTA	Persona	Objective
1	Welcome	Press Release	Steve	Leading, Leadership	1	Curate and publish, utilizing Hootsuite where possible, content on PLG social media assets: Facebook, Instagram and LinkedIn. Feb objective - PLG as knowledge source for: 1) Recreational Fun and 2) Organizational Coaching/Team Building . Call to Action - Plan your PLG now. <u>Two audiences:</u> 1) Independent Guest (Fun) 2) Organizational Groups (Coaching) <u>PLG/Statesman Tasks:</u> A) Social Media Content Calendar
LinkedIn (www.linkedin.com/PLGcoaching)						
4	Board Dev	Link intro to Post /news-2015-12-15.html	Steve	Business, Design, Training	2	
8	New Week	Photo of happy guests on tour	Linda	New, Fresh Opportunities	3	
12	Corp Giving	Support digi phase for Charity Support	Ira	Corp. Giving, Simple fundraising	2	
19	Corp Giving	Support digi phase for Charity Support	Steve	Corp. Giving, Simple fundraising	2	
22	Leadership	Revisit Be a "Lead Follower" link to blog /news-2015-12-01.html	Steve	Leading, Leadership	3	
29	Planning	Lead Year - Opportunities for Max. accomplishments	Steve	Time Mngt, Goal Setting	2	
Facebook (www.facebook.com/PLGcoaching)						
4	New Month	Photo of happy guests on tour	Linda	New, Fresh Opportunities	1	
10	Leadership	PLG website Quote & Question	Steve	Consider	2	
14	Valentines	Heart Care	Steve	Valentines	1	
17	Business owner	PLG website Quote & Question	Steve	Consider	2	
19						
24	Leadership	Revisit Be a "Lead Follower" link to blog /news-2015-12-01.html	Ira/Steve	Leading, Leadership	3	
29	Planning	Leap Year- actions for improving accomplishments	Steve	Time Mngt, Goal Setting	1, 2	

Media		Facebook	Blog/web	LinkedIn		
Instagram				Facebook		
22	23	24	25	26	27	28
LinkedIn		Facebook		Google+		
				Blog/web		
29						
Facebook						
LinkedIn						

Blog/website (currently no CMS to PLGcoaching)					Blog/web
18	Intro review	Roll Out recap	Steve	Goal Setting, Launch	1,2
26	CTA	Plan Now for Team Success	Steve	CTA Schedule	
Media Releases (TBD - recommend Prweb)					Media
1	Welcome world	Intro to who PLG is	Steve/Ira	Goals and Objectives	1,2
15	PLG Charity Help	Support digi phase for Charity Support	Steve	Corp. Giving, Simple fundraising	1,2
MailChimp (user = PLGcoaching)					Newsletter
12	Corp Giving	Support digi phase for Charity Support	Steve/Ira	Corp. Giving, Simple fundraising	2,3
Google+ (plus.google.com/u/5/114285973359150642395)					Google+
5	Leader Focus	Share peer posts on two articles	Steve, Tim	Research, Leadership, Training	2
26	Leader Focus	Link to PLG LinkedIn past posts	Tim	Research, Leadership, Training	2
Instagram (instagram.com/PLGcoaching)					Instagram
2	Selfie Challenge	Promo Feb. Selfie Prize	Steve	Play, hashtags	1
14	Valentines	Heart Care	Steve	Valentines	1
15	New Week	Photo of happy guests on tour	Linda	New, Fresh Opportunities	1

B) Begin using CMS portal. E.g. "fan gated" (into CRM or MailChimp added value content)

C) Target to max budgeted marketing and promotional investments



Questions?

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