

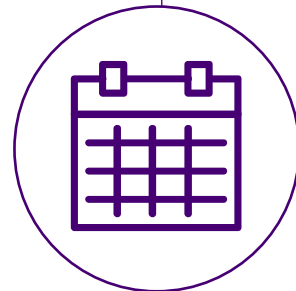
Building a content calendar



01. Conduct a social media audit

A **social media audit** will help you decide what to post. Use social media analytics tools to see what sort of content receives high engagement from your audience.

This will help you figure out **where your target audience is, what social media platforms they use** and **what sort of content they engage with**.



02. Determine your posting frequency

Use your research to figure out when your target audience are most active on social media. You can then schedule **when and how often to post content**.

Posting frequently is important but remember to always prioritise **quality over quantity!**



03. Select the right content for your channels

Content calendars can help you plan the **right content for the right social media channels**.

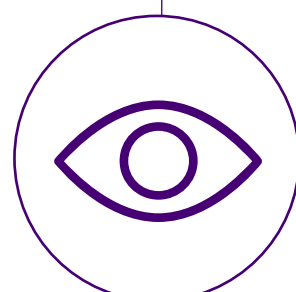
As an example, channels like **Instagram** do best with **images and videos**, whereas **text and links** perform best on apps like **LinkedIn**.

Make sure you analyse which content types work for your audience and chosen social media channels and prioritise those.



04. Map out your content

It is helpful to see your content mapped out on to a calendar form so you can spot any **potential sources of inspiration**. For instance, if a holiday like Halloween is approaching, you can use your calendar to plan specific content around the day.



05. Track and analyse your content calendar

Content calendars allow you to **analyse, track and measure campaigns** all from the same tool.

Make sure you continuously analyse the data you collect from your social media campaigns so you can improve your campaign in the future.