Guerrilla social media marketing calendar

Team Member:­­­ Month: Market(s):

Overall Theme & Goals for the Month:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Tool / Media** | **Week 1** | **✓** | **Week 2** | **✓** | **Week 3** | **✓** | **Week 4** | **✓** |
| Blog |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |  |
| Video |  |  |  |  |  |  |  |  |
| Audio Podcast |  |  |  |  |  |  |  |  |
| Flickr |  |  |  |  |  |  |  |  |
| Listening tools and terms |  |  |  |  |  |  |  |  |
| Event (Meetup, LinkedIn, Facebook etc.) |  |  |  |  |  |  |  |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Tool / Media** | **Week 1 Eval/Notes** | **✓** | **Week 2 Eval/Notes** | **✓** | **Week 3 Eval/Notes** | **✓** | **Week 4 Eval/Notes** | **✓** |
| Blog |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |
| Facebook  |  |  |  |  |  |  |  |  |
| LinkedIn  |  |  |  |  |  |  |  |  |
| Video |  |  |  |  |  |  |  |  |
| Audio Podcast |  |  |  |  |  |  |  |  |
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