

# 2018

CALENDAR YEAR

# JANUARY

CALENDAR MONTH

MONDAY

FIRST DAY OF WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01 S.M. Motivational Monday	02 S.M. - Mission   Values E.M.- Mission Focused	03 S.M - Fun Event Promo	04 S.M. - Sponsor Promo E.M.- As needed	05 S.M. - Past event photo	06	07
08 S.M. Motivational Monday	09 S.M. - Mission   Values E.M.- Event Focused	10 S.M - Fun Event Promo	11 S.M. - Sponsor Promo E.M.- As needed	12 S.M. - Past event photo	13	14
15 S.M. Motivational Monday	16 S.M. - Mission   Values E.M.- Mission Focused	17 S.M - Fun Event Promo	18 S.M. - Sponsor Promo E.M.- As needed	19 S.M. - Past event photo	20	21
22 S.M. Motivational Monday	23 S.M. - Mission   Values E.M.- Event Focused	24 S.M - Fun Event Promo	25 S.M. - Sponsor Promo E.M.- As needed	26 S.M. - Past event photo	27	28
29 S.M. Motivational Monday	30 S.M. - Mission   Values E.M.- Mission Focused	31 S.M - Fun Event Promo	01 S.M. - Sponsor Promo E.M.- As needed	02 S.M. - Past event photo	03	04
05	06	07	08	09	10	11

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

---

**S.M. - Social Media**

Include ticket sales link with every post

Include hashtag of your event

Include hashtag or tags of your sponsors

Tag volunteers that are helping with your event

Track what time of day works best to send

Pre-schedule your weekly posts

As you get closer to your event, generate excitement with your posts

**E.M. - Email Marketing**

Use Videos to tell stories of your success

Use Images and testimonials to share stories of your success

**As Needed:**

Use to promote ticket sales

Use to ask your list to share the email

As you get closer to your event date send emails more often