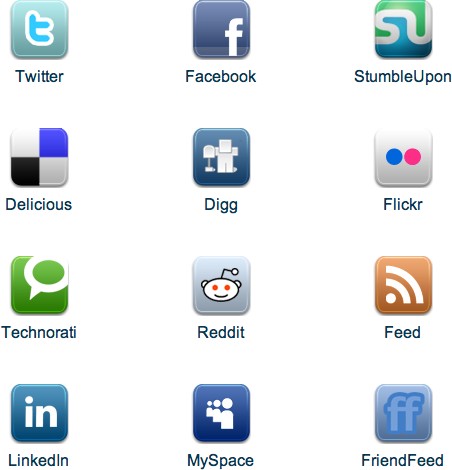


**Your Social Media Marketing Calendar**



# Social Media Content Tracking Calendar

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tracking** | **Week 1** | **Week 2** | **Week 3** | **Week 4** |
| **1. Facebook Friends** |  |  |  |  |
| **2. Facebook Fans** |  |  |  |  |
| **3. LinkedIn Connections** |  |  |  |  |
| **4. Twitter Followers** |  |  |  |  |
| **5. You Tube Subscribers** |  |  |  |  |
| **6. Unique Visitors To Blog** |  |  |  |  |
| **7. Posts Per Week** |  |  |  |  |
| **8. Links To Blog** |  |  |  |  |
| **9. Comments On Posts** |  |  |  |  |
| **10. Email Subscribers** |  |  |  |  |
| **11.** |  |  |  |  |
| **12.** |  |  |  |  |
| **13.** |  |  |  |  |
| **14.** |  |  |  |  |
| **15.** |  |  |  |  |

**Social Media Action Tracker**

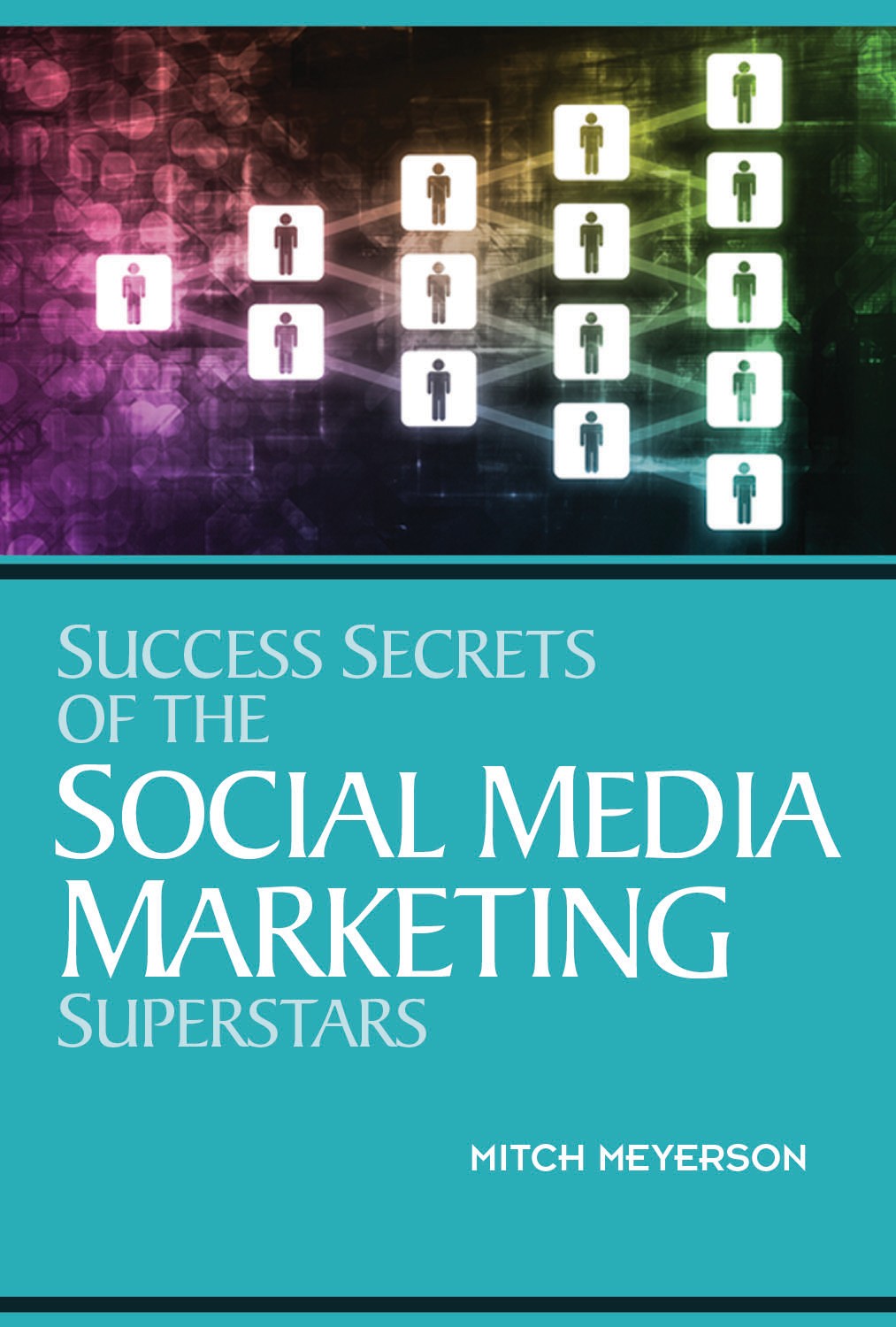
Here are some examples, yours may be different. Focus on the activities that you are most passionate about and have the highest return on your time.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Action Step** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **notes** |
| **1. Blog Posts** |  |  |  |  |  |
| **2. Tweets** |  |  |  |  |  |
| **3. Mailings to Email List** |  |  |  |  |  |
| **4. Facebook Status Updates** |  |  |  |  |  |
| **5. You Tube Videos** |  |  |  |  |  |

See next page for a printable template. Make a new copy every 4 weeks.

# Social Media Action Tracker

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Action Step** | **Week 1** | **Week 2** | **Week 3** | **Week 4** | **notes** |
| **1.** |  |  |  |  |  |
| **2.** |  |  |  |  |  |
| **3.** |  |  |  |  |  |
| **4.** |  |  |  |  |  |
| **5.** |  |  |  |  |  |
| **6.** |  |  |  |  |  |
| **7.** |  |  |  |  |  |
| **8.** |  |  |  |  |  |
| **9.** |  |  |  |  |  |
| **10.** |  |  |  |  |  |
| **11.** |  |  |  |  |  |
| **12.** |  |  |  |  |  |
| **13.** |  |  |  |  |  |
| **14.** |  |  |  |  |  |
| **15.** |  |  |  |  |  |

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Mitch Meyerson is the author of 9 books and Founder of Guerrilla Marketing Coaching

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