



**Free Calendar
Template
Inside!**

Social Media Content Calendar Guide

**Get the ultimate guide to building your own
social media content calendar for your
admissions marketing.**

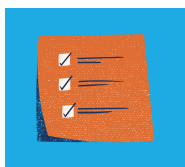


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Introduction

In this Ebook, you will learn why you should have a social media content calendar and how can create one!



Introduction



What's the most important aspect of any institute's admissions marketing strategy?

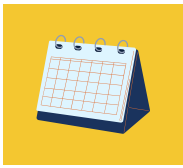
Creating good content! But, if your institute doesn't have an effective content management process and content creation is done on the fly, you're unlikely to get the outcomes you want. The easiest way to plan and manage your upcoming material that goes out on social media is by using a content calendar.

A content calendar is the most effective approach to prepare content ahead of time and keep on top of your posting schedule, while also providing visibility to your team across all marketing channels.



What is a social media content calendar?

Let's start with the basics. What is a social media calendar?



What is a social media content calendar?



In the simplest way, a social media calendar gives you a bird eyes view of all your upcoming social media posts. You can use different tools such as a google sheet or even a social media management app to manage your content and posting schedule.

Additionally, depending on your admissions marketing strategy and the different social platforms you engage on, your social media content calendar will also include overviews of the different social platforms.



So what does a social media content calendar include? We recommend that every calendar should include the following elements:

- The social platforms where different content pieces will go live
- The date and time a post is going to go live and on which platform
- The post's copy and creative assets related to the post, if any (i.e. photos or videos)
- The different links, hashtags associated with the post
- Information on the type of post (Is this post type a carousel, image or video)



Why do you need a social media content calendar?

Why do you need a social media content calendar for your Admissions Marketing?



Why do you need a social media content calendar?



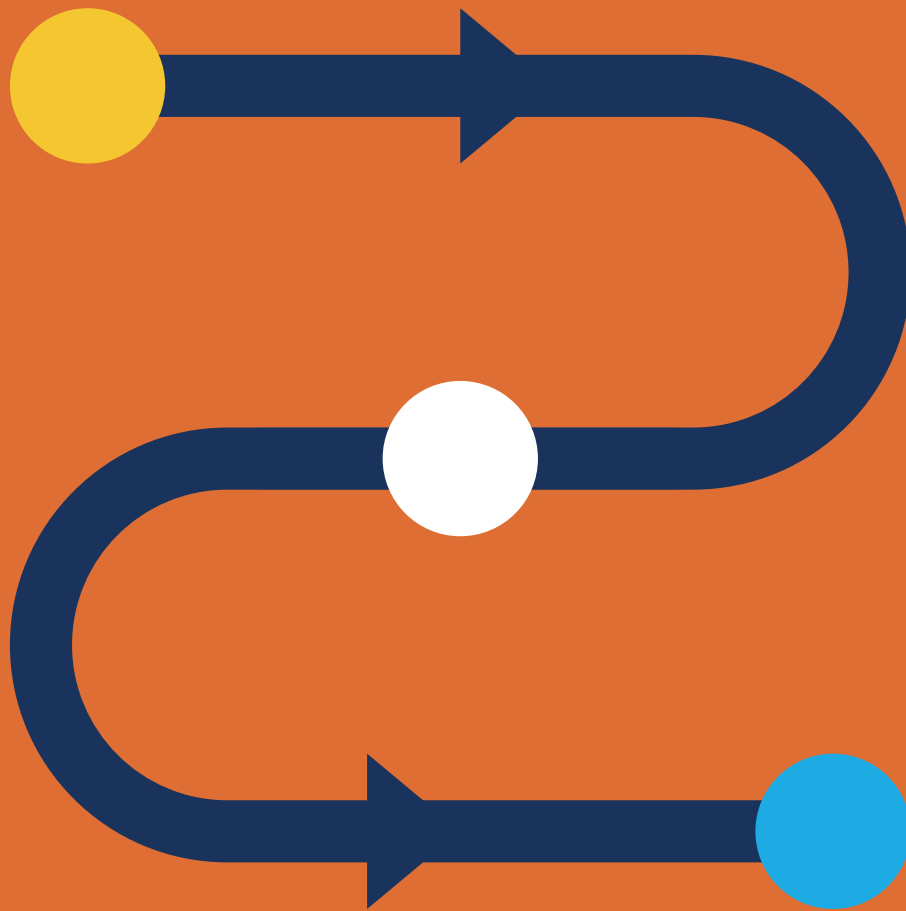
When social media marketing was just starting out, education institutes primarily focused on print ads, brochures, and emails as their marketing mediums. Today, social media marketing has boomed! The new generation of students is active daily on all kinds of social platforms like Instagram, YouTube, Snapchat, Facebook, Twitter, Pinterest, and TikTok.

So many platforms to tap and stay relevant on! Seems like an impossible task, to create content regularly and post on every platform frequently. This is where a social media content calendar comes into play!

It is far easier to stay relevant and organized with a social media calendar. Your institute's marketing team has a lot to juggle. By utilizing a content calendar, their social media activities are more focused and organized. What's more, they can keep a track of the different metrics of your social media platforms.

In the end, you need a social media content calendar to:

- Be consistently engaged with your students
- Make better content
- Be more organized and never miss out on relevant events
- Reduce content slip-ups
- Track what is working, what needs to be improved
- Analyse your current marketing strategies and come up with better ones



Steps to creating an effective social media content calendar

How to create such a robust social media content calendar?



Steps to creating an effective social media content calendar

Following are some important things to keep in mind:

01

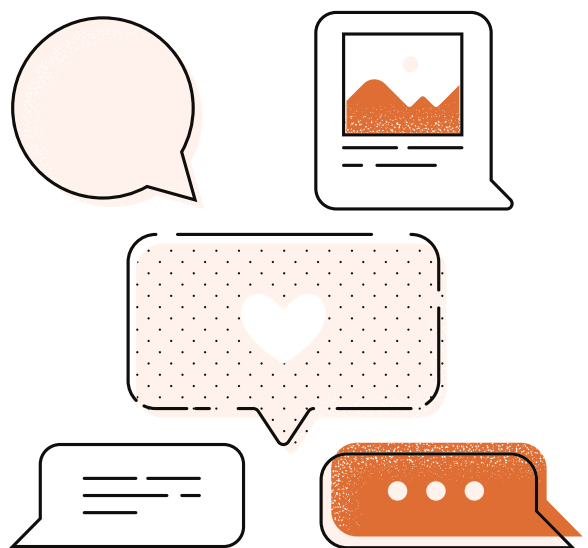
Understand what social channels you are currently using: What social channels do you already have a presence on?

02

Audit your social networks and content: Do a thorough analysis of your current social media efforts and identify areas for improvement and opportunities for new efforts.

03

Choose your social channels: Find out what social channels you need for your marketing efforts. What do you need to let go of, what social channels do you need to add?



04

Decide what your calendar needs to track: Some basic details to keep a track of:

- The platforms
- Date & time
- The post copy
- Content collaterals (e.g., photo, video, etc.)
- Any link that will go with your content
- Finally the link to the published post

05

Create a content library: content repositories or media resource databases or digital asset banks.

06

Create a schedule for your posting: You'll want to think about:

- Frequency of posting on a specific channel
- The best day and time of posting
- The ideal content size and associated collaterals based on the channel
- Who needs to approve the posts and the time it will take
- The time and process required for coming up with the content
- The time and process required for posting the content

07

Start creating the content for your posts: Start coming up with ideas for your content

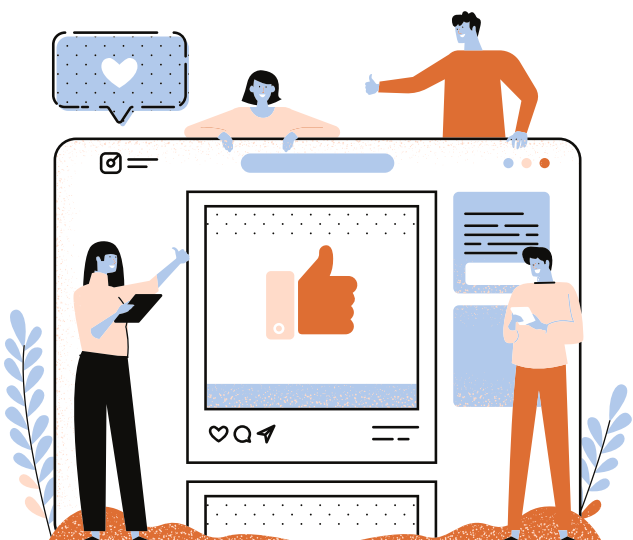
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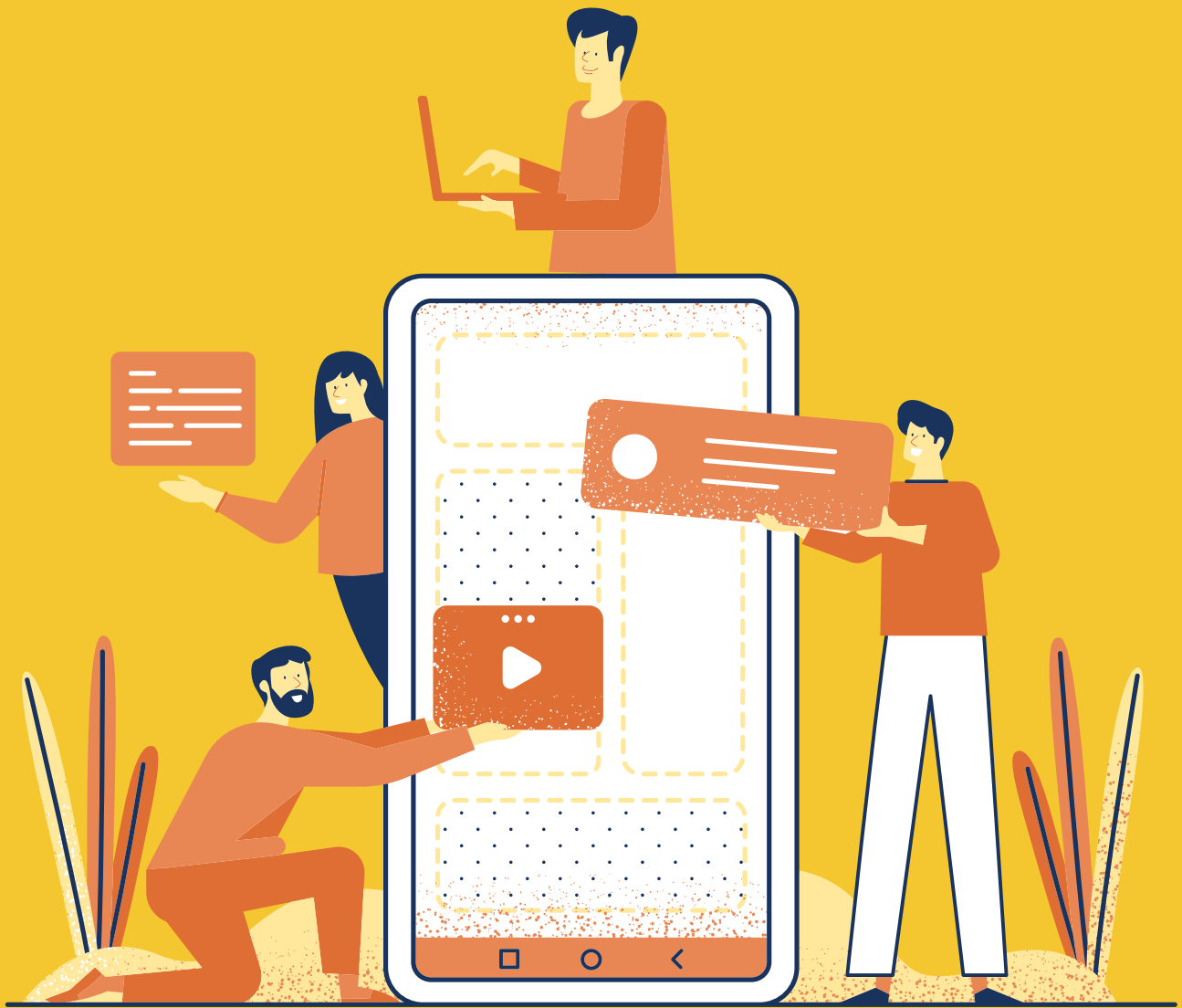
Get the right people involved: Get the content calendar reviewed and get feedback on how you can improve it



09

Start posting: Your social media calendar is up and ready to run. As you start publishing consistently, keep analysing and think of ways to optimise your calendar accordingly.





Social media content calendar apps and tools

**Tools to manage your social
media calendar.**



Social media content calendar apps and tools

There are many tools available in the market that can help you manage your social media content. We have done our research and listed down a couple of them that many institutes find useful!

Some Free Tools

Google Drive — If your institute uses Google Suites of tools for your work, you can use the google calendar itself to organize, plan, and execute your social media content flow.



Hubspot's Social Media Content Calendar Template

— Hubspot has its own free downloadable social media calendar template. It's in Excel format and you can edit it according to your requirements!



Buffer — Like many institutes, if your marketing budget is tight, you can check out Buffer's free version that allows you to add up to three social channels and 10 scheduled posts per month.



Some Paid Tools

Loomly — This is a robust social media tool to have if your institute is ready to invest the time and money to get the upper edge on the competition.

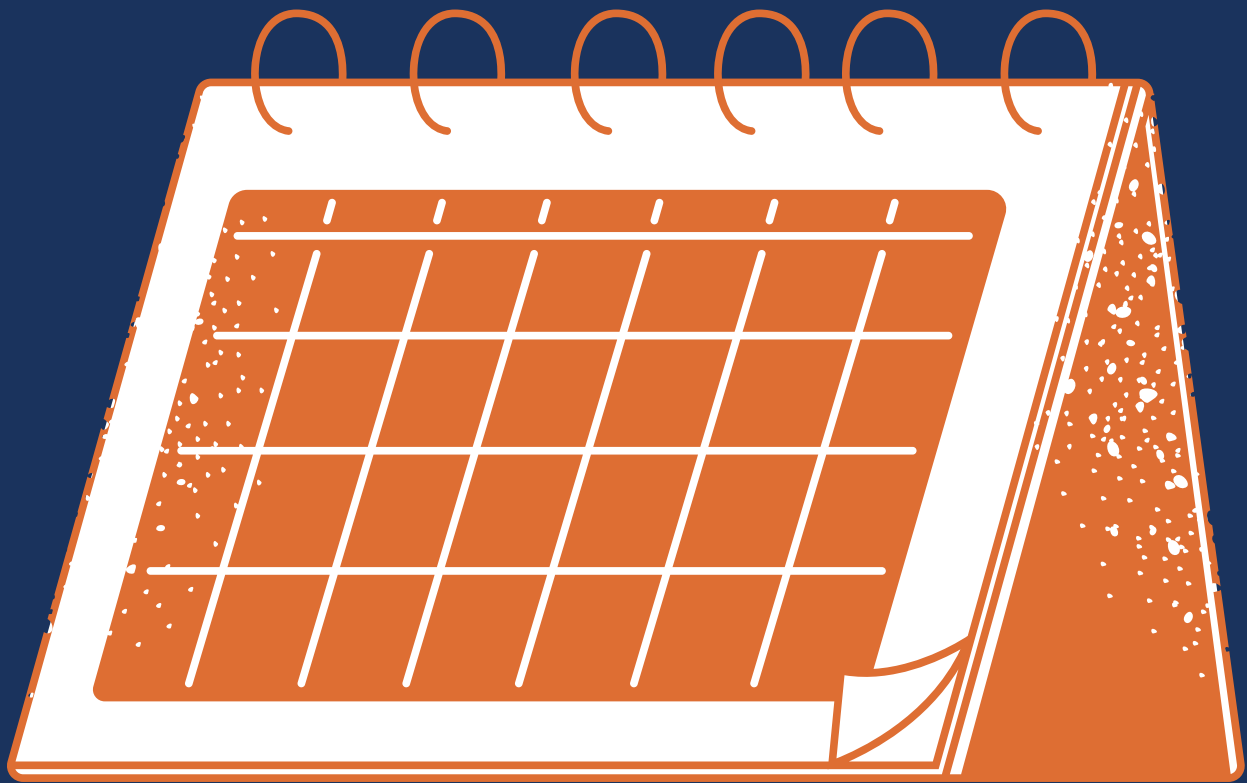


Sprout Social — This is the ultimate tool that can help you track your engagement efforts and create the most meaningful social posts.



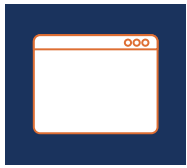
Hootsuite — For maximum, multi-platform organization, this social campaign tool is a great fit.





Finally, your FREE social media calendar template

Get the free social media content calendar template we have designed specifically for the education industry!



Your FREE social media calendar Template

How to get access to this template:

01

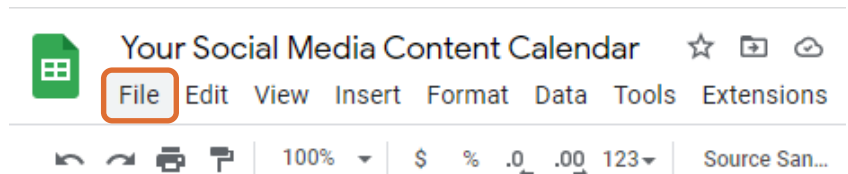
First, click on this button and open our extensive social media calendar template for your admissions marketing.

CLICK HERE



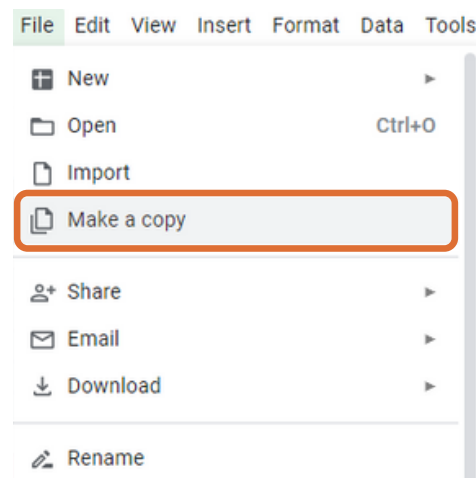
02

Then click on **FILE...**



03

& click on **MAKE A COPY**



**Congrats! You now have a foolproof
social media content calendar for
your admissions marketing**

If you feel ExtraaEdge can help you with a few of our admission tools, don't hesitate to book a demo or give a call @ 9028065511, or click on the button:

BOOK A DEMO

To learn more about our tools, visit
us @ www.extraaedge.com

