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| **Social Media Calendar for SHEL Trinidad****ON ALL PLATFORMS MAKE AT LEAST ONE POST A DAY OFFERING FREE ADVICE****ON FRIDAYS OFFER A BUSINESS Q & A**  |
|  | **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** |
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| **Facebook** | Motivational content | Share community content | Post an interesting question to the community | Create an original image-based post | Share humorous fun content (cartoon, meme, video, etc.) |
|  | Post link to content from our blog with short update | Share a promotional item, special offer, freebie. |  |  | Remind people to join our mailing list and the benefits they get if they do. |

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| **Twitter** | Retweet community content | Compose tweet linking to content from our blog | Compose tweet linking to content from our blog using an image, or link to community content | Compose tweet linking to content from our blog or the community | Retweet community content |
|  | Share a promotional item, special offer, freebie. | Remind people to join our mailing list and the benefits they get if they do. |  | #ThrowbackThursday - Participate by sharing old personal photos, old fashion trends, old technology, etc. from years gone by for engagement.\* | #FF Follow Friday - Participate by thanking new followers in a tweet they're tagged in.\* |

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| **LinkedIn** | Participate in Linked Groups, posting comments and/or community links | Post link to content from our blog as a short update on our personal LinkedIn profile | Post link to content from our blog on our LinkedIn company page | Write a long form post on LinkedIn adapting content from our blog and linking back to our blog for more. | Participate in Linked Groups, posting comments and/or community links |
| **Instagram** | #MotivationMonday. #MCM | Multiple Instagram posts showing blog updates. | #WCW | #TBT | #FollowFriday#TGIF |
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| **All Platforms** | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages | Check for and respond to @Mentions, replies, comments and messages |
|  |  |  | Once per week check new followers on each platform. Choose and add those who want to follow |  |  |
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| **INSTRUCTIONS:** | **This media calendar was designed to help in Updating the SM accounts of SHEL TT on FB, TW, LK, Google Plus, and IG.**  |