

12-POST LinkedIn CONTENT CALENDAR

Date	Point of the Post	Link to	Keywords	Type of Post
<p>Either the actual date, or the week if you are following a set schedule.</p> <p>Week 1</p>	<p>Get right to the point of your post – grab your readers’ attention.</p> <p>The key to successful posting is in the 3 R’s:</p> <p style="text-align: center;"> Readable Relevant Repeatable </p>	<p>Include hyperlinks to specific pages on your website in every post.</p> <p>The purpose of social media is to drive traffic to your website!</p> <p>www.customdirect.com</p>	<p>This is how people find topics, companies and people to follow and/or connect with.</p> <p>Use keywords from your industry, and company.</p> <p>#hashtagswork</p>	<p>These include:</p> <p>Company Culture</p> <p>Capability or Product Spotlight</p> <p>Thought Leadership</p> <p>Planned Spontaneity</p>
<p>Week 2</p>				