

Editorial-Copy Calendar - Month/Year

KEY	Communication Type							Intention							Notes	Total Fans/Followers/Connections	Growth/loss	Net growth/loss %	No. of client Responses
	Content-related (Type/Author/Color)	Info / Events	Cross Link	Visual	Brand	Promotion	Engagement	Awareness	Understanding	Learning	Acquisition	Loyalty	Retention/Reactivation	Brand Position					
	Content related to business community expertise	Engage clients and other business owners and service providers	Clear links to related content	Focus on images, videos and other media	Brand value identification and reinforcement	Specify a business that clients would identify with for employment	Change/raise consideration or awareness for our client	Clarification and education of the user on a particular subject, product, event etc.	One action/learn to related activities	Building community benefits/related activities	Retain the existing community members/clients base just or attract new ones for with recognition	Reacquire inactive community members	How the brand is perceived to position the post of the brand	Provide value and educational information from your own assets along with 3rd Party assets	Distribute information to target or engagement				
NAME YOUR ASSET HERE! E.G. Facebook Brand or Twitter Brand																			
Date collected start of each working day																			
DAY	DATE	Product (s) / Campaign (s)	Communication Type	Intention	Post Type	Links (URL / Page Rank)	Engagement (Info)	Reach	Post Views	POST COPY	ALTERNATIVE / ADDITIONAL POST	Notes	Total Fans/Followers/Connections	Growth/loss	Net growth/loss %	No. of client Responses			
Week #1																			
Mon	1 Nov	Company Name	Info	Education	Static Update														
Tue	2 Nov	Product Name	Promotion	Awareness/Acquisition	Static Update														
Wed	3 Nov	Event	Content Related	Education	Static Update														
Thu	4 Nov	Link																	
Week #2																			
Mon	5 Nov	Company Name	Brand Content Related	Loyalty and Retention	Static Update														
Tue	6 Nov	Product Name	Promotion	Awareness/Brand	Static Update														
Wed	7 Nov	Company Name	Cross Link	Education	Static Update Link														
Thu	8 Nov	Company Name	Info/Event	Education	Static Update														
Week #3																			
Mon	9 Nov	Product Name	Product Awareness	Awareness/Understand/Acquisition	Static Update/Link/Video/Animation														
Tue	10 Nov	Product Name	Promotion	Awareness/Brand	Static Update														
Wed	11 Nov	Company Name	Cross Link	Awareness/Brand	Static Update Link														
Thu	12 Nov	Link																	
Week #4																			
Mon	13 Nov	Company Name	Info	Education	Static Update														
Tue	14 Nov	Event	Content Related	Loyalty/Retain	Static Update														
Wed	15 Nov	Company Name	Cross Link	Education	Static Update Link														
Thu	16 Nov	Link																	

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