

# JUNE



## MONTHLY GOALS

- Start posting through the lens of the content wheel. Post consistently each week.
- Incorporate video into content at least two to three times a week.
- Increase day-to-day story posting (focus on video). Share your face, use polls, and make it engaging!
- Schedule all possible content based on engagement analytics.
- Engage daily with followers and new accounts.
- Use 3-5 niche specific hashtags in caption. Make them industry, location, and topic oriented.
- Interact and build relationships with other public figures with followings.

SUN	MON	TUE	WED	THU	FRI	SAT
			<b>EXPERT CONTENT</b> Post: Hiring   Director of Ops.	<b>1</b> <b>CHOICE NEWS</b> Post: Choice's 8th Anniversary	<b>2</b> <b>COMMUNITY CONTENT</b> Post: Intern Introductions + Details	<b>3</b> <b>4</b>
<b>5</b> <b>EXPERT CONTENT</b> Post: Book Publishing   Which Of These Describes You	<b>6</b> <b>CHOICE NEWS</b> Post: Client Announcement	<b>7</b> <b>EXPERT CONTENT</b> Post: Highlighting Instagram Updates	<b>8</b> <b>EXPERT CONTENT</b> Post: 5 Tips to Update Your Branding	<b>9</b> <b>COMMUNITY CONTENT</b> Post: Productivity Tips & Ask the Audience	<b>10</b> <b>11</b>	
<b>12</b> <b>EXPERT CONTENT</b> Post: Book Publishing   Mistakes Made When Pitching Yourself to Media	<b>13</b> <b>CHOICE NEWS</b> Post: Hiring   Director of Publicity	<b>14</b> <b>EXPERT CONTENT</b> Post: Industry News   5 Tips to Narrow Down Social Media Platforms	<b>15</b> <b>CHOICE NEWS</b> Post: Choice Team Outing	<b>16</b> <b>COMMUNITY CONTENT</b> Post: Choice Summer Friday Highlight	<b>17</b> <b>18</b>	
<b>19</b> <b>EXPERT CONTENT</b> Post: Microinfluencer Information Highlight	<b>20</b> <b>CHOICE NEWS</b> Post: Client Announcement	<b>21</b> <b>EXPERT CONTENT</b> Post: Industry News   Beginner Reels Tips	<b>22</b> <b>CHOICE NEWS</b> Post: Client Announcement	<b>23</b> <b>COMMUNITY CONTENT</b> Post: Social Media Day	<b>24</b> <b>25</b>	
<b>26</b> <b>EXPERT CONTENT</b> Post Topics to Be Pitching in Q3	<b>27</b> <b>CHOICE NEWS</b> Post: Client Announcement	<b>28</b> <b>EXPERT CONTENT</b> Post: Industry News   ROI of PR	<b>29</b> <b>CHOICE NEWS</b> Post: Client Announcement	<b>30</b>		