



con  
nec+

# 2021 SOCIAL MEDIA CALENDAR

**PLAN YOUR SOCIAL MEDIA CONTENT**

# JANUARY 2021

SUN

MON

TUE

WED

THU

FRI

SAT


YOUR SOCIAL MEDIA GOAL

---

”

The internet  
affords a level of  
relationship with  
consumers hitherto  
unfathomable

LUCAS DONAT

”

**Marketing is telling  
the world you're a  
rock star. Content  
Marketing is  
showing the world  
you are one**

**ROBERT ROSE**

# FEBRUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL

# MARCH 2021

”

**Content marketing  
is more than a  
buzzword. It is the  
hottest trend in  
marketing because  
it is the biggest  
gap between what  
buyers want and  
brands produce**

**MICHAEL BRENNER**

YOUR SOCIAL MEDIA GOAL

SUN	MON	TUE	WED	THU	FRI	SAT

”

Good marketing  
makes the  
company look  
smart. Great  
marketing makes  
the customer feel  
smart

JOE CHERNOV

# APRIL 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL

# MAY 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL \_\_\_\_\_.

”

Today it's not  
about 'get the  
traffic' — it's about  
'get the targeted  
and relevant traffic

ADAM AUDETTE

”

Create something  
people want to  
share

JOHN JANTSCH

# JUNE 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL

# JULY 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL \_\_\_\_\_.

”

**Visual marketing  
does not just sell a  
product or service  
– it sells an  
experience around  
your business**

**REBEKAH RADICE**



# JULY 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL \_\_\_\_\_.

”

**Visual marketing  
does not just sell a  
product or service  
– it sells an  
experience around  
your business**

**REBEKAH RADICE**

”

Social media is  
here. It's not going  
away; not a passing  
fad. Be where your  
customers are: in  
social media

LORI RUFF

# AUGUST 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL

# SEPTEMBER 2021

SUN

MON

TUE

WED

THU

FRI

SAT


YOUR SOCIAL MEDIA GOAL

”

Don't build links.  
Build relationships

RAND FISHKIN

”

We don't have a  
choice on whether  
we do social media,  
the question is how  
well we do it

ERIK QUALMAN

# OCTOBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL

# NOVEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL \_\_\_\_\_.

”

**The best marketing  
doesn't feel like  
marketing**

**TOM FISHBURNE**

”

Focus on how to be  
social, not on how  
to do social

JAY BAER

# DECEMBER 2021

SUN	MON	TUE	WED	THU	FRI	SAT

YOUR SOCIAL MEDIA GOAL