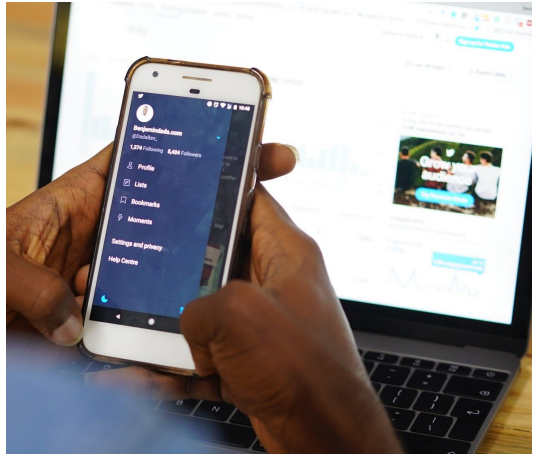

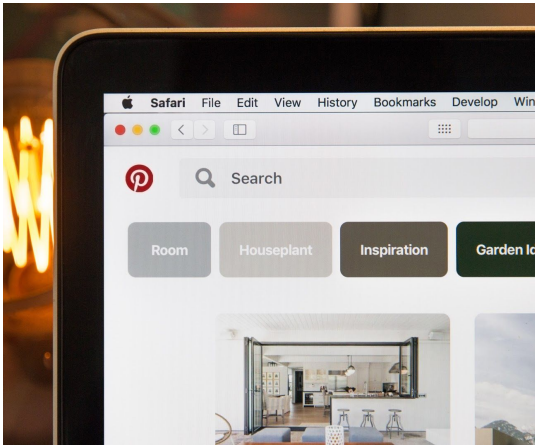






CONTENT CALENDAR: August 2019

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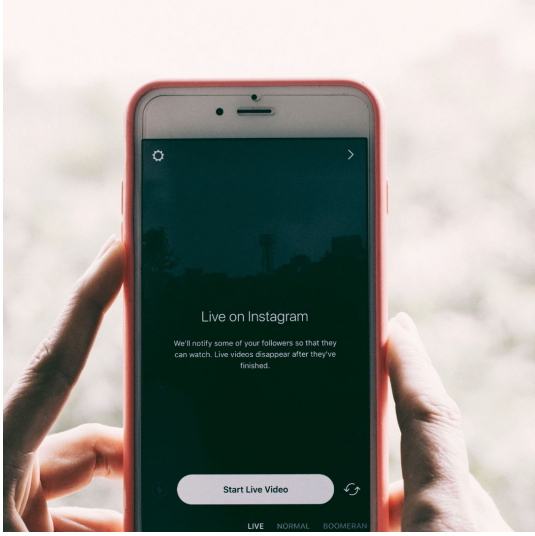

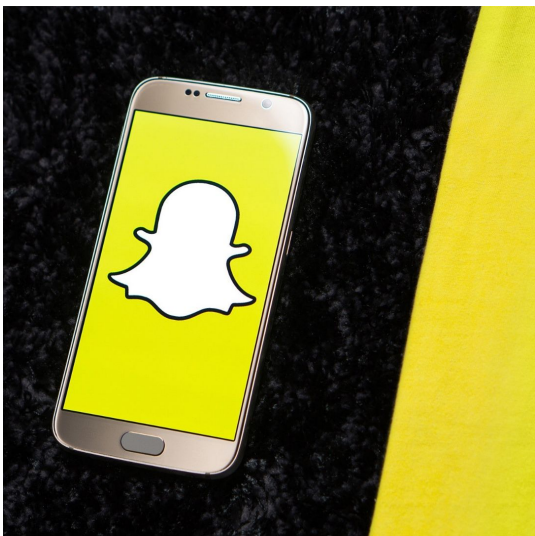
## INSTAGRAM

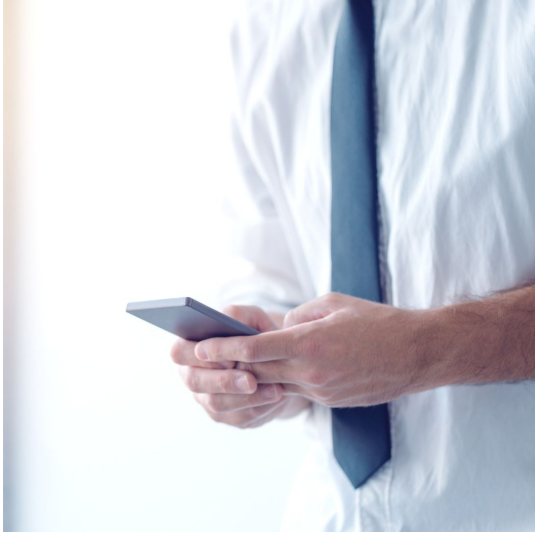


Date	Copy	Image
8/1	How do businesses develop successful social pages? Investing in quality content for your followers is key to success on social as it keeps your followers waiting for what's next. Try adding teasers for new products or services before a big announcement to build anticipation.	

8/2	<p>#InstaTip: "Pick a theme and stick to it." When you discover what works for your followers, stay consistent. Your followers expect a certain type of post from your brand and will unfollow if their expectations aren't met.</p>	
8/5	<p>Brands on Pinterest now have the ability to upload videos! This is a great move for Pinterest as they are becoming more direct with consumers and they are making a less expensive way for people to upload their content.</p>	
8/6	<p>Why should B2B brands use influencers? Using a professional personality and being transparent with your clients adds a layer of trust and transparency that potential clients will appreciate. A good influencer recommendation could be the difference between choosing your service, or going with a competitor.</p>	

8/7	<p>Social media is always improving and it's hard to keep up with new trends when you need to focus on your business. Experts suggest if you're having a hard time with promoting your brand through social media, you can take classes, watch videos, talk to agencies who specialize in the digital marketing field (fishbat very much included) and try experimenting new ways to show off your products!</p>	
8/8	<p>#InstaTip: Are you someone who's always traveling and constantly worrying about social posts going out on time? Scheduling your updates in advance is the best way to be sure that your posts are consistent, even while you're away from the office.</p>	
8/9	<p>Sounding professional online can be a struggle sometimes. With a few tips, anyone can be a pro in no time! Knowing your audience is a huge key - you need to know who you're addressing and targeting so that your messages can speak directly to your ideal customer.</p>	





8/12	<p>Did you know that Google crawls and indexes YouTube content? Adding your Instagram Live videos after they have aired to your channel and including the proper metadata and keywords is a cost-efficient way to gain extra SEO!</p>	
8/13	<p>Best practice research is key to successful marketing. Sign up for competitor's email updates and analyze their videos and social media presence to get a feel for the types of content your audience is looking for, then add your own spin to make your content truly stand out!</p>	
8/14	<p>Did you know that you can now watch short-form shows right on Snapchat? With categories from animals to comedy to reality t.v., there is plenty to choose from, and multiple ways to introduce short-form shows to your social strategy.</p>	

8/15	<p>#InstaTip: According to a recent study, 69% of business owners look through social media to gain more of an insight into their potential employees. The lesson here is before you post something, ask yourself "would my future boss hire me based on this?"</p>	
8/16	<p>Have you ever wondered how to get on the Instagram Explore page? Take a look at the tags that appear at the top of the page and be sure to tag your relevant photos with those tags in addition to similar but relevant tags to increase brand visibility and engagement.</p>	
8/19	<p>Social media influencers have been a buzzing topic in the marketing world for quite a while now, but there is still some question from brands as to whether or not they're worth it, despite the 49% of consumers who depend on influencer recommendations. What do you think? Who's your favorite influencer? Let us know in the comments below!</p>	

8/20	<p>Instagram is currently testing a feature that hides “likes” in multiple regions as an attempt to improve wellness on the app, but some influencers and marketers are not happy with the loss of transparent metrics. Would you prefer to see “likes” or hide them on Insta?</p>	
8/21	<p>When it comes to good quality content, brand owners have to keep some design principles in mind. The color of the image draws a huge impact on followers as it gives them a sense of emotion - whether it's yellow for happiness, blue for tranquility, or purple for excitement. Contrast and typography also play a huge role as you don't want to make the image look too “busy” or too grainy! Remember quality over quantity.</p>	
8/22	<p>#InstaTip: Curating your Insta profile so that all of your images fit one cohesive tone that resembles a digital catalog. Potential clients want to see everything that makes you unique before making a purchase, so be sure to put your best foot forward.</p>	



8/23	<p>Did you know about 42% of the population uses social media for, on average, almost 2 hours and 30 minutes daily? We have the power to voice our opinions on any topic right at our fingertips. What an impact we can make when properly utilized to achieve goals!</p>	
8/26	<p>It's #NationalDogDay! Did you know that celebrity pets are an extremely effective influencer option? In fact, studies show that 30% of pet owners follow and engage with pet-fluencers on social media. Who's your favorite celebrity pet?</p>	





8/27	<p>User-generated content is a practical and efficient way to generate significant brand awareness and pockets of micro-influence without breaking the bank. Encourage users to tag your brand in their own product and lifestyle shots for a chance to be featured on your page or to win a prize!</p>	
8/28	<p>Logos are essential for brands, but far too many let their logos slip on social. It's important to have your logo fit the specific size requirements for each different social media platform. You don't want your logo to be cut off by borders or to be too small!!</p>	



8/29	<p>Marketers know that video tends to perform better than static images on social, but what if your video still isn't giving you the engagement you were hoping for? Take a look at the intro! Intros that are too lengthy or vague tend to have a higher drop-off rate than videos that jump right into the topic at hand.</p>	
8/30	<p>#InstaTip: Running out of content inspiration? Take a look at the unique holidays that are happening and take advantage of the opportunity to make a timely post. Speaking of, happy #nationaltoastedmarshmallow day!</p>	

## LINKEDIN

Date	Copy	Image
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8/1	<p>Having trouble increasing engagement on LinkedIn? Strategies such as posting videos promoting your products and posting about your employees are a great way for your customers to get to know what type of company you are as well as experience a bit of the company culture. Read on to learn more: <a href="http://bit.ly/2ZgHC9L">http://bit.ly/2ZgHC9L</a></p>	
8/8	<p>Calling all freelancers and small business owners! LinkedIn recently announced a new feature for freelancers that will allow you to show your individual availability, skills, and where you're located, allowing you to create your own digital word-of-mouth.</p> <p>Read more here: <a href="http://bit.ly/2M5iIN2">http://bit.ly/2M5iIN2</a></p>	
8/15	<p>Move over Instagram and Facebook, the next two biggest social media sites are Pinterest and LinkedIn. According to an article by CNN Business, it's suspected that influencers will start looking into Pinterest and LinkedIn for more social media gain.</p> <p>To read more about it, click here: <a href="https://cnn.it/2YqjXpS">https://cnn.it/2YqjXpS</a></p>	
8/22	<p>Most people think of LinkedIn as the place to go when you're looking for work or looking for employees, but it's also a fantastic place to market your business! Learn more by reading on: <a href="http://bit.ly/2Ygirm5">http://bit.ly/2Ygirm5</a></p>	

8/29

Writing an InMail message that drives engagement can be tricky, but whether you're looking for work or looking for leads, there are some tips we can all follow. Learn more here: <http://bit.ly/2OsTpAu>

