







CONTENT CALENDAR: JULY 2019




FACEBOOK AND TWITTER


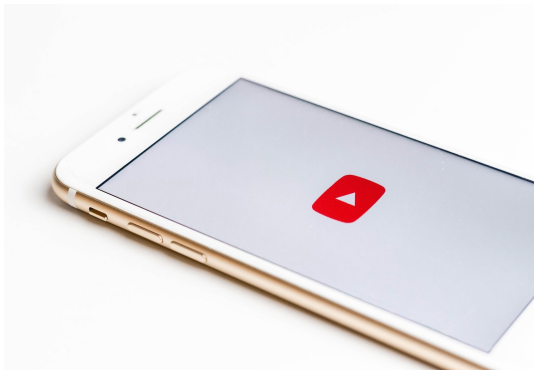

CONTENT ALGORITHM:




Monday	Tuesday	Wednesday	Thursday	Friday
Social Media	Tips	SEO	SEO Content Pickup	Industry News/Trending Topic



Date	Copy	Image
7/1 Mon	<p>A company named Pixery just launched Impresso V2.0! This app allows marketers, influencers, small business owners, and etc to produce high-quality videos to upload on your stories without having the expertise of a professional.</p> <p>Read more about Impresso here: https://yhoo.it/3lx2VFw</p>	 A hand holding a white smartphone. The screen shows a video of several people sitting around a table in a meeting or conference setting. The background is blurred, showing other people and what appears to be a bar or cafe environment.



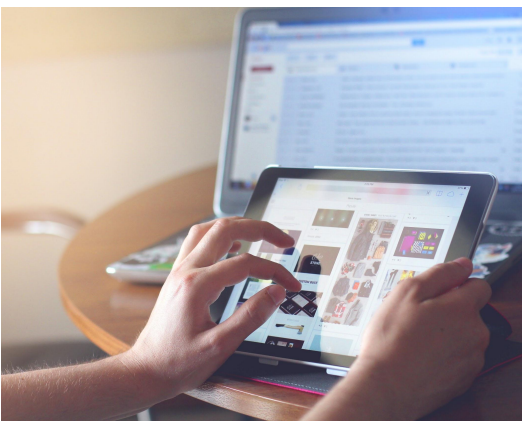
<p>7/2 Tue</p>	<p>Are you currently struggling with getting noticed on social media? Your brand should try reaching out to micro-influencers! They can help get the word out there and they won't break your brand's budget!</p> <p>Learn more here: http://bit.ly/2l4wRAR</p>	
<p>7/3 Wed</p>	<p>It's summertime! Meaning the forecast is sunny mostly every day, do you want to know how forecasting your SEO model works? Go check it out here: http://bit.ly/2lAwpte</p>	
<p>7/4 Thu</p>	<p>SEO Content Pickup</p>	<p>SEO Content Pickup</p>
<p>7/5 Fri</p>	<p>With social media constantly having new trends, it's hard to keep up. We found some dos and don'ts that you should live by for a successful social media business page! Check them out here: http://bit.ly/2Flv4ut</p>	


<p>7/8 Mon</p>	<p>Being transparent, engaging with your followers, and not overproducing content are a few of the things that will help your social media pages. Getting swept away with the expectations of running social media business pages can be easy but with a few simple ways can help you stay on track.</p> <p>Check them out here: http://bit.ly/2K6VUpn</p>	
<p>7/9 Tue</p>	<p>Captions can be tricky to think of - most people want clever and witty titles. Are you having trouble? Here are some tips for you to achieve that perfect caption in no time: http://bit.ly/2R3Nlfr</p>	
<p>7/10 Wed</p>	<p>Do you want your SEO stronger and more accurate? Here are 6 reasons why you should consider using SEO tools to help! http://bit.ly/2WssChG</p>	
<p>7/11 Thu</p>	<p>SEO Content Pickup</p>	<p>SEO Content Pickup</p>

<p>7/12 Fri</p>	<p>Influencers have the power to make or break trends. Regardless if they have 5,000 or 500,000 followers – they have a voice that many people listen to. Influencer Alice Bell was interviewed by Social Media Today and she talked what it was like to be a micro-influencer and tips for people to grow their following!</p> <p>http://bit.ly/2K7e5LD</p>	
<p>7/15 Mon</p>	<p>YouTube has become a huge platform among social media influencers. This is a free video sharing platform that can help boost anyone's social media pages with the right amount of effort invested.</p> <p>Click here to find out more: http://bit.ly/2KaMFnV</p>	
<p>7/16 Tue</p>	<p>Being online can have its pros but also its cons. A social media user should always be cautious about who they share their information with online.</p> <p>https://fxn.ws/3lmKGm3</p>	



<p>7/17 Wed</p>	<p>Understanding SEO can be difficult for beginners just starting out their brand's social media pages. Don't worry, we're here to help!</p> <p>Click on the link to learn more: https://seInd.com/2MEvRbh</p>	
<p>7/18 Thu</p>	<p>SEO Content Pickup</p>	<p>SEO Content Pickup</p>
<p>7/19 Fri</p>	<p>Did you know that people are captured more to visuals than captions on a post? Trends in the art world have been changing quite a bit – new trends such as retro visuals, 3D visuals, open composition, and etc have been capturing people's eye!</p> <p>If you want to find out what other art trends have been popular, check it more out here: http://bit.ly/2MFjLyB</p>	
<p>7/22 Mon</p>	<p>Facebook just launched avatars for their app in Australia, as a campaign to gain more attention than their competitor Bitemoji – they are now allowing users create themselves and use them to express their feelings through images as Bitemoji does. It's said that all Facebook users will be able to use this as well in the next couple of months.</p> <p>http://bit.ly/2WYpu6u</p>	




<p>7/23 Tue</p>	<p>Having social media pages for your store might be difficult to gain traffic to your website but it doesn't have to be! Now a store owner is able to tag products on their posts so others can see what exactly they are promoting.</p> <p>Learn more about tagged products here: http://bit.ly/2I4XkOM</p>	
<p>7/24 Wed</p>	<p>SEO can improve your brand's social media traffic and what type of attention it gets! With trends always changing, we wanted to help you stay successful when it comes to social media.</p> <p>http://bit.ly/2MD7jzk</p>	
<p>7/25 Thu</p>	<p>SEO Content Pickup</p>	<p>SEO Content Pickup</p>


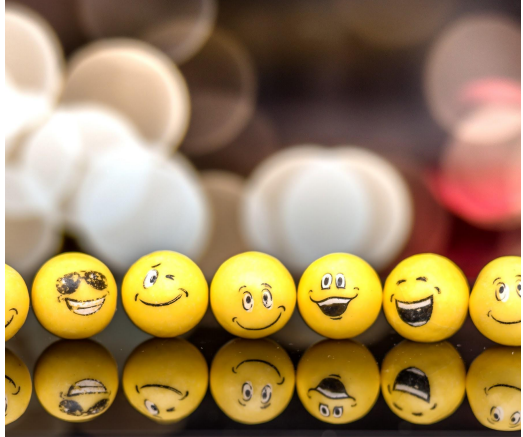

<p>7/26 Fri</p>	<p>Video has been becoming a huge part of how brands prompt their business on social media as of recently. 2019 is expected to be the year where videos are more prominent in our everyday lives. Some trends include live Q&As, 360-degree videos, virtual realities (VR) type of videos, and etc. Let us know in the comments below, what you think the biggest trend is going to be for the rest of 2019!</p> <p>Check out all the video trends here: http://bit.ly/2XBqtGF</p>	
<p>7/29 Mon</p>	<p>Is Amazon slowly turning into Pinterest? In an article from Social Media Today, they talk about how Amazon is making a change similar to what Pinterest has been doing. You will now be able to use an app in Amazon called “Style Tool” which allows you to take or upload a photo right from your phone so you can find similar products to the photo you just took!</p> <p>Still curious about this new update? Read more here: http://bit.ly/2I5Ogl2</p>	
<p>7/30 Tue</p>	<p>Keeping a perfect aesthetic for your social media pages can be challenging and most turn to a professional designer for help. If you want that perfect feed without breaking the bank, then here are some tips that can help you: http://bit.ly/2Wzlj0h</p>	




7/31 Wed	<p>Here at fishbat, we make sure every client has a great experience! Here are 5 signs you should look out for when it comes to hiring a digital marketing company:</p> <p>http://bit.ly/2WvCgoA</p>	
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INSTAGRAM




DATE	COPY	IMAGE
7/1 Mon	<p>Netflix just launched a new section to its app! This new update will allow people to view photos and videos from their favorite shows. Allowing the viewer to see behind the scenes shoots and any extras that were taken while filming!</p>	
7/2 Tue	<p>Did you know that just by cropping and raising the contrast of the photo can make your photos stick out more? Your Instagram feed is the first thing followers see - leave that good first impression with a quick edit!</p>	




<p>7/3 Wed</p>	<p>SEO can be difficult to understand but don't worry - you just need the 3 simple things to boost your website. Spending time on titles, know what you're talking about and talk about what makes you passionate. SEO doesn't have to be complicated, it can help you and your business!</p>	
<p>7/4 Thu</p>	<p>Happy 4th of July from the fishbat team, we hope you have a great holiday full of good memories and surrounded by your loved ones!</p>	
<p>7/5 Fri</p>	<p>Dogs have been taking over Instagram ... not that we're complaining! A new trend that's been going around is pet owners have been making social media accounts of their dogs and what they do in their everyday life!</p> <p>Do you follow any pet accounts? Do you like this trend? If so, let us know in the comments below!</p>	

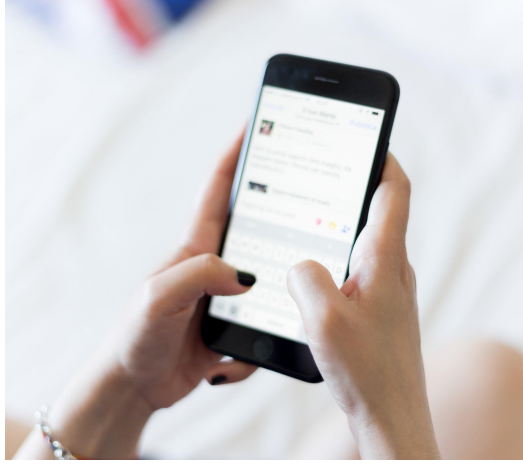


<p>7/6 Sat</p>	<p>Businesses have at least 2 seconds to capture a potential client's online. According to experts, visuals are the best way to grab someone's attention. A clean and neat theme is the best way to grab someone's attention.</p>	
<p>7/7 Sun</p>	<p>Social media is one of the key ingredients for a successful online business. Some ways to engage a viewer is vibrant images, creative captions, emojis, and even hashtags!</p>	
<p>7/8 Mon</p>	<p>CEOs are a huge part of a company but they're also normal people who have social media accounts as well. Some of the most famous CEOs such as Dan Schulman (PayPal), Ramon Laguarta (PepsiCo), and Mary Barra (General Motors) all have a very active following on platforms such as Instagram, Twitter, or Facebook.</p>	



<p>7/9 Tue</p>	<p>If you're a new business coming onto social media for the first time, we have a tip for you. Communicate is key to having a trusting relationship with your followers - converse with them directly and make sure they feel like they're being heard.</p>	
<p>7/10 Wed</p>	<p>When it comes to promoting your brand with SEO, some things can be overlooked easily. Things such as broken links, using wrong keywords, and not being active enough on social media and your website. Make sure you don't leave clients confused with these fixable errors!</p>	
<p>7/11 Thu</p>	<p>Happy National 7-Eleven Day! We are excited to get a free Slurpee today on this summer day!</p> <p>Let us know in the comment section below what your favorite Slurpee flavor is!</p>	

<p>7/12 Fri</p>	<p>Facebook is finally going to be a nicer place! A new movement called #IAmHere is inforcing the internet to stop saying hateful things about others. A group of people are devoting their time to go through facebook making sure there mainstream media pages aren't controlled by hateful comments.</p>	
<p>7/13 Sat</p>	<p>Pinterest might be changing how people view social media! This platform has become essential for followers by allowing them to get an overview of products and services ranging from tons of industries!</p> <p>Do you love and use Pinterest a lot? Let us know in the comments below!</p>	
<p>7/14 Sun</p>	<p>Researching who your targeted audience is essential to having a successful business as no business can fit to all people. Understanding what your competitor is doing is important as you can see what you can do better with your company.</p>	



<p>7/15 Mon</p>	<p>Content marketing can be tricky to plan but it can be easy with just three key points! Content must be useful to followers, it also must spark their interest. Along with the content must promote the idea of your business being trusting!</p>	
<p>7/16 Tue</p>	<p>Feeling overwhelmed with social media? Try scheduling and prioritizing daily or weekly to work on social media tasks. There are tons of free online scheduling websites for you to organize your posts.</p>	
<p>7/17 Wed</p>	<p>It's World Emoji Day! 🤔😊☀️🌸🍀🍷 Emojis have been a part of everyone's lives for a couple of years and it's used every day to show expressions through text or even to make a caption more interesting!</p> <p>Let us know in the comments below what your favorite emojis are!</p>	

<p>7/18 Thu</p>	<p>According to a new study, 85% of people watch online video content. It's predicted that the number will increase in the next couple of years. Also predicted, businesses will be increasing how often they upload videos based on behind-the-scenes, ad campaigns, Instagram stories, Instagram/facebook lives!</p>	
<p>7/19 Fri</p>	<p>Music and social media stars are helping global warming? In a new song by Lil Dicky called Earth – big stars such as Ariana Grande, Justin Bieber, Katy Perry, Ed Sheeran, Kevin Hart, and even Leonardo DiCaprio are featured as they are bringing awareness to global warming and how everyone can make a difference.</p> <p>Let us know in the comments how you help the environment!</p>	
<p>7/20 Sat</p>	<p>Are you looking to impress future employers? Showing that you have great communication skills can give you an advantage over other interviewees. Also using social media to connect with future employers in a professional way can give you an advantage as well.</p>	



<p>7/21 Sun</p>	<p>"Internet trolls" are something no one or no brand wants to deal with. What "trolls" are is someone "whose sole purpose in life is to seek out people to argue with on the internet over extremely trivial issues". Some ways a brand can handle this is by staying professional and neutral, be responsive and ask what can be improved, as well as showing the "troll" and your followers that your brand radiates positivity!</p>	
<p>7/22 Mon</p>	<p>Are you looking for new music to listen to? Well, look no further because Instagram is becoming known as a music sharing platform! You can find new music from watching your friend's Instagram stories and seeing what other people post on the explore page. Happy listening!</p>	
<p>7/23 Tue</p>	<p>Did you know posting on Tuesdays through Fridays from 9 a.m. to 6 p.m. helps your engagement rate go up? This is great to know if you're a small brand who wants to be seen by more people.</p>	


<p>7/24 Wed</p>	<p>A new app called Depalo can now allow people to take photos with some famous “Instagram-worthy” locations! It includes directions, parking availability, and good photo ideas. This is great for anyone who wants to be adventurous while snapping a great photo!</p> <p>Let us know in the comments below what your favorite insta-worthy locations are!</p>	 A woman with dark hair tied in a bun, wearing a green jacket, is holding a professional camera with a large lens up to her eye, taking a photo. The background is a blurred cityscape.
<p>7/25 Thu</p>	<p>Being an influential instagramer can be hard work, but with some tips and patience, you too can have a huge following!</p> <p>Having a standout but easy to remember username can be used to your advantage – it’s better to not have too many numbers or underscores as it can confuse potential followers. Your profile picture is going to be the first thing that stands out – make sure people can identify you easily and quickly. Lastly, make sure you know who your audience is! As much as you want to target everyone, it’s difficult to do. Try sticking to at least one type of audience members whether that’s fitness, beauty, food, etc.</p>	 A hand holding a smartphone on a selfie stick, pointing upwards against a clear blue sky. The phone is held in a pink and black grip.

<p>7/26 Fri</p>	<p>Scheduling can be a wonderful thing for everyone. It frees up your time to do other things while posts, emails, and even text messages are being present automatically. Websites such as Buffer and Hootsuite can make it easier for business owners to schedule their social media posts.</p>	
<p>7/27 Sat</p>	<p>Twitter is a great platform to express your feelings and to keep up with your favorite celebrities. Some accounts that seem to be expressing themselves with humor is Oreo, Old Spice, Taco Bell, and Denny's!</p> <p>Let us know in the comments below what funny accounts do you follow?</p>	
<p>7/28 Sun</p>	<p>Ever wonder what it's like to be a travel instagrammer? In an article from @elleusa , @hey_ciara talks about how she managed to become a successful travel influencer by saving, planning, and being strategic! She makes the fishbat team want to go somewhere adventurous and amazing!</p>	

<p>7/29 Mon</p>	<p>If your business is trying to have more of a presence on social media, you should definitely try to reach out to some micro-influencers.</p> <p>Micro-influencers are people with a following of 1,000 to 50,000, they can help promote your product or service in a big way too!</p>	
<p>7/30 Tue</p>	<p>Let's talk hashtags. Hashtags are an essential tool to gain exposure for your posts, some tips for hashtags are you can use generators to help you think of some! Generators such as hashtags.org or hashtagify.com can be beneficial!</p>	
<p>7/31 Wed</p>	<p>It's National Mutt Day and we can't help but celebrate with how cute these photos are.</p> <p>Post a photo of your furry mutt and tag us!</p>	

LinkedIn

Date	Copy	Image
7/4	<p>Happy 4th of July from the fishbat team, we hope you have a great holiday full of good memories and surrounded by your loved ones!</p> <p>Is your LinkedIn profile not getting as many views as you want? Having a profile picture, specifying what industry you're in, and including at least 5 skills and volunteer work can help boost your views!</p> <p>Learn more here: http://bit.ly/2KDBC70</p>	
7/11	<p>Interviewing can be an intimidating thing but it doesn't have to be. An employer can determine on hiring someone based on the quality of their voice and their confidence.</p> <p>For LinkedIn members, there's a free course for tips and tricks on interviewing!</p> <p>Learn more here: http://bit.ly/2XvZFei</p>	

<p>7/18</p>	<p>Is LinkedIn turning into the next Instagram? With a new update, LinkedIn will now have photo tagging, video messaging, topic listing, and so much more!</p> <p>Learn more about the update here: http://bit.ly/2N9rqFx</p>	
<p>7/25</p>	<p>Did you know when you're creating a resume in Microsoft Word, you can sync up LinkedIn to help make it better? According to Mashable.com, "The idea is to help provide more inspiration to people who aren't sure the best way to describe their experience and skills."</p> <p>Want to know more, click here: http://bit.ly/2RyV8Cf</p>	