



Name	Facebook	LinkedIn	Twitter	Pinterest	Google+
<b>Primary audience</b>	All	Business	Young adults	Women, foodies, crafters	Men, students, software developers
<b>Good for what?</b>	Sharing text, photos, video, links	Sharing news, product info, testimonials	Sharing news, text updates, links to info	Pinning photos, video, graphics	Sharing text updates, links, photos, video
<b>Best for what?</b>	Sharing engaging content, reaching a large audience	Thought leadership	Sharing original and curated content	Sharing products, how-to/tips, e-books	Increasing your searchability and expertise

**Monday**

**Time:** morning

Monday  
motivation  
quote

**Tuesday**

**Time:** noon

Did you  
know?

OR

Check out  
these tips

**Wednesday**

**Time:** morning

Fill in the  
blank

**Thursday**

**Time:** afternoon

Having a  
sale this  
weekend!

OR

Throw back  
Thursday  
#TBT

**Friday**

**Time:** noon

Fun fact!

Glass of wine  
(celebrate!)

**One week of Facebook posts**



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