


Public Image Coaching: Sample Social Media Monthly Calendar

These are just a sample of some things your club can promote or post on social media. Choose your frequency of how often you post, but we recommend no less than once per week. For this sample, the regular meeting is held each Tuesday with a special event on the last Friday of the month.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Invite to “like” us	2 Join us tomorrow as we welcome speaker....	3 Photo from the meeting w/ caption Members “check in” at meeting.	4 Featured member photo & why they love Rotary	5. Throwback Thursday photo from older project or retired members	6 Foundation Friday focus on 1 of the 6 Areas of Focus	7 Link to new content on club’s website
8 Shout out to another club with link	9 We can’t wait for our meeting tomorrow...	10 Photo from the meeting w/ caption Members “check in” at meeting.	11 Event promo	12 Interested in joining Rotary? Join us on Tuesdays at noon at...	13 Foundation Friday focus on Rotary partners worldwide	14 Meet our newest member...
15 Change cover photo	16 Join us tomorrow as we welcome speaker....	17 Photo from the meeting w/ caption Members “check in” at meeting.	18 Link to District news story	19 Throwback Thursday photo from older project or retired members	20 Foundation Friday focus on 1 of the 6 Areas of Focus	21 Event promo
22 Change profile photo	23 Interested in joining us tomorrow for lunch? Our speaker is...	24 Photo from the meeting w/ caption Members “check in” at meeting.	25 Event reminder	26 Curious about what we do? Check out our website...	27 Today’s the day for our event...	28 Upload photo album from event and tag photos
29 Thank you to event sponsors	30 Thank you to event attendees and results	31 Photo from the meeting w/ caption Members “check in” at meeting.	<p>Questions? Contact us: rotary7930publicimage@yahoo.com</p> <p style="text-align: right;">  </p>			