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Evaluation Tip

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Evaluate Before Creating Your Social Post Calendar

Social media is a great teaching tool. Plan your social media calendar days, weeks and months in advance. You might start with reminders of upcoming programs, registration deadlines and other events. Think about holidays, seasonal topics, and activities in your county.

Look at past posts to see which topics received the most comments, shares and likes. Look back to see if your followers engaged with links, photos, or video. That will help you define your content.

Constant Contact, a marketing firm, recommends that those planning a social media platform should make 3 Facebook posts per week, 5 Tweets per week, and 2 LinkedIn per week. Ask if that is realistic for you. Do you have available time? Do you have adequate content to share that is of interest to your followers? You might identify blogs, websites and other social media pages if you think the information on the sites are relevant to your followers.