

Content Plan Overview



Weekly Project Plan Objectives

Team Member	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Jason	Create Template	Draft Post		Complete Post		Site Updates	Ideas
Laurie	Publish & Social Media			Social Media (old template)		Review	

Monthly Theme & Goals

	January	February	March	Q1 Thoughts
Theme	Financial Statements	Financial Ratios	Accounting Checklists	Focus on companies, Facebook and LinkedIn - try for 15k downloads
Specific Goal	Increase Facebook likes by utilizing post boosting	Post relevant documents to LinkedIn	Develop at least one premium piece of content	
Holidays	New Years Day	Valentines Day	St. Patrick's Day & Easter	
	April	May	June	Q2 Thoughts
Theme				
Specific Goal				
Holidays		Memorial Day		
	July	August	September	Q3 Thoughts
Theme				
Specific Goal				
Holidays	Fourth of July		Labor Day	
	October	November	December	Q4 Thoughts
Theme				
Specific Goal				
Holidays	Halloween	Thanksgiving	Christmas	