

2020

SOCIAL MEDIA CALENDAR

**52 WEEKS OF PRE-PLANNED SOCIAL MEDIA POSTS FOR
COACHES, CONSULTANTS AND B2B SALES**



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We're digital marketers who specialise in working with professional services firms like coaches, consultants, law firms and accountants.

If you like what you see here and would like to find out more about what we do (or if you'd like to work with us), drop us an email.

hello@cubesocial.com

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Start Here...

You have in your hands (well, probably on your screen) a whole year's worth of social media posts... completely planned out for, you day-by-day, and month-by-month.

This calendar will work for you regardless of the industry you work in or the market you serve.

But, it's especially powerful if you work in B2B or professional services sectors (such as consulting or coaching) where more thoughtful and carefully curated content often works best.

All you need to do is follow the simple instructions on the next few pages and the job's all done.

But before we dive into the calendar, we want to share with you *how* we've structured this content plan, and *why* it works so well this way..

The Social Media Secret Sauce: Trust, Authority and Offer

It's easy to overcomplicate things.

So, let's keep this really simple: There are only 3 types of social media posts you need to worry about...

1. Trust Posts (Your 'Why')

These posts focus on your "why" – your values, your drivers and your motivations. The goal of these type of posts is to build trust with your audience.

These posts should either have no call-to-action (CTA), or a CTA that is focussed on driving engagement. For example, "Leave a comment to let me know if you liked this post and would like more".

Around **one third of your posts should be Trust Posts.**

2. Authority Posts (Your 'What')

These posts explain the “what” – the specific steps people need to take to achieve their goals. The purpose of sharing Authority Posts is to educate, demonstrate, inform (and even entertain) your audience – with the aim of positioning yourself as an authority figure – an expert in your field.

These types of posts will often include a “small commitment” CTA. For example, “If you’re curious to find out more, you can download the brochure here” or “View this article for more information”.

Around **one third of your posts should be Authority Posts.**

3. Offer Posts (Your 'How')

These posts share the “how” – how the reader can achieve their goals using your product or service. It’s in these posts that you promote your product or service to your audience, or share the successes that others have already achieved by working with you.

No more than one third of your posts should be Offer Posts.

Where You’re Likely Going Wrong

If you’re like most people, you’re only creating Offer Posts – which of course is a complete turn off. Imagine yourself browsing social media for a moment. You want to see content that is interesting, educational and entertaining – even on a primarily B2B stream like LinkedIn. You’ll stop scrolling when you find something that piques your interest. An offer is only usually interesting if you’ve already been convinced on the value (Authority Posts) and credibility (Trust Posts).

The problem is, it’s easy to write Offer Posts. But it’s much harder to come up with good ideas for Trust and Authority Posts.

That’s where this social media calendar comes in.

Using this Calendar

The Social Media Calendar is laid out month-to-month with 5 original content ideas per week. To attract a high-quality, engaged audience, we recommend you post 3-5 times a week, regardless of social media platform.

It's better to have just 3 quality posts a week that create engagement and position you correctly, than have many more posts that risk making you look rushed or amateurish.

IMPORTANT Don't feel you need to follow the calendar to the letter.

It's there to provide a default so that you're never stuck for something to post, and that you post a varied stream of Trust, Authority and Offer posts in the right ratio.

But if something significant is happening in your company or your industry – things like a major conference, important news story or new product launch – then feel free to go off-plan and create posts on your own topics – all the time keeping to the Trust, Authority and Offer principles.

January 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	1 New Year's Day	2 (New Year - Scotland) Your goals for 2020	3 Trust Share an amusing photo or story (perhaps from the holidays)	4	5
6 Promotional Share a company blog post or article by a colleague	7 Authority What's on your reading list for 2020	8 Golden Nugget #1 (see How to Create Golden Nugget Posts)	9 Authority Share an industry article your audience might like	10 Trust A time you had to make a change to pursue your goal	11	12
13 Authority A common process or tactic in your sector that is ripe for change	14 Promotional Share a win you got for a client	15 Trust How are you challenging yourself this year	16 Promotional Reshare an old article you wrote	17 Trust Behind the scenes photo	18	19
20 Authority Blue Monday - but stay positive: How you get motivated when you're not 'feeling it'	21 Pleasure & Pain #1 (see How to create Pleasure & Pain Posts)	22 Promotional Share a free download your company provides	23 Promotional How people can contact you & what you can help with	24 Trust Something you love about your town/city	25 Burns Night (Scotland) Chinese New Year	26
27 Trust A core value you live by	28 Authority Feature an award-winner: You, your company or a colleague	29 Trust About a time you took a risk on an employee and what you learned	30 Golden Nugget #2 (see How to Create Golden Nugget Posts)	31 Promotional A new product or service (recent or upcoming)	1	2
3	4	Notes				

February 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	1	2
3 Authority Post your opinion on a newsworthy story	4 Trust Someone that inspires you	5 Authority A sneak peak photo of something you're working on	6 Trust Your backstory - how you came to do what you do	7 Promotional Share a company blog post or article by a colleague	8	9
10 Trust A funny, touching or beautiful picture from your commute	11 Authority Share a company infographic	12 Promotional Introduce a memebr of you team & what they're great at	13 Trust About why it's important not to sacrifice your values	14 St Valentine's Day Something or someone you love / are thankful for	15	16
17 Trust About a hobby you have and how it aids your work	18 Promotional A client testimonial or case study	19 Authority Post a little known fact about your sector	20 Trust About a time you took a risk on a client	21 Golden Nugget #3 (see How to Create Golden Nugget Posts)	22	23
24 Trust Tag a client, say why you like/value/respect them	25 Shrove Tuesday About making sacrifices/giving something up	26 Pleasure & Pain #2 (see How to create Pleasure & Pain Posts)	27 Authority Tag a colleague and say why you respect them	28 Promotional Promote your company newsletter	29	1
2	3	Notes				

March 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
24	25	26	27	28	29	1 St. David's Day
2 Authority Share a common mistake people make when buying your product/service	3 Trust Ask - what do you look for when you're hiring a [your job]?	4 Promotional Post a selfie from an event	5 Trust A lesson or value you learned from family	6 Authority A video you watched recently	7	8
9 Promotional Share a company blog post or article by a colleague	10 Authority Share an industry article your audience might like	11 Trust Request Feedback - Do people like what you've been posting?	12 Trust Tag a supplier, say why you think they're great	13 Promotional Share a press article about you or your firm	14	15
16 Trust A quote from a hero that embodies who you are	17 St Patrick's Day	18 Promotional Share a recent win for your firm	19 Trust A time you worked with someone with a different culture/perspective and how you adapted	20 Authority An online tool you would recommend	21	22
23 Golden Nugget #4 (see How to Create Golden Nugget Posts)	24 Trust Mention an charity you support & why	25 Authority Share a time-saving tip related to your sector	26 Trust How you overcame an obstacle	27 Authority Tag an influencer in your sector. Say why others should follow them	28	29
30 Trust Q&A with client or supplier	31 Authority Share your vision for how your sector should/is evolving	Notes				

April 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
30	31	1 Pleasure & Pain #3 (see How to create Pleasure & Pain Posts)	2 Promotional Share some press coverage of your firm	3 Trust About a time you had to discover new opportunities	4	5	
6 Authority Compare two approaches that are used in your sector. Make comparisons, list pros & cons	7 Trust About some advice you received from an unexpected corner	8 Promotional A common mistake you often see competitors make and how you're different	9 Trust A photo of you when you started your first job	10 Good Friday	11	12 Easter Sunday	
13 Easter Monday	14 Golden Nugget #5 (see How to Create Golden Nugget Posts)	15 Authority Ask the audience to guess the right answer to highlight a common misconception in your sector	16 Trust Ask for a recommendation (software, book, supplier - anything)	17 Authority Record a quick how-to video for a common task	18	19	
20 Trust About a time someone took a risk on you	21 Promotional Share a free download your company provides	22 Authority Ask me anything. I'll answer here.	23 St. Georges's Day	24 Trust What you learned from your biggest loss	25	26	
27 Authority Post your opinion on a newsworthy story	28 Trust About how you found your passion	29 Promotional Share a job you're hiring for	30 Authority Post your opinion on a newsworthy story	1	2	3	
4	5	<i>Notes</i>					

May 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	1 Trust About a time things worked out in your favour after all	2	3
4 Promotional About a time a client used your product or service in an unusual way	5 Trust Ask for advice - 'how would you handle this...?'	6 Golden Nugget #6 (see How to Create Golden Nugget Posts)	7 Pleasure & Pain #4 (see How to create Pleasure & Pain Posts)	8 VE Day	9	10
11 Authority Share an industry article your audience might like	12 Trust Ask for opinions on a hot topic in your sector	13 Promotional A product or service from another part of your firm or a partner	14 Trust About when you should trust your gut (or not!)	15 Authority A routine that you have that you find useful (morning, exercise, learning, pre-meeting)	16	17
18 Promotional Share a company blog post or article by a colleague	19 Trust About a time you faced criticism and how you overcame that	20 Authority Write a review of a book you read recently	21 Trust Why I chose this career	22 Authority Answer a common question you're asked	23	24 Eid
25 Spring Bank Holiday	26 Promotional A client testimonial or case study	27 Trust About a time you were humbe and the outcome	28 Golden Nugget #7 (see How to Create Golden Nugget Posts)	29 Trust About a time you were scared to take action and how you overcame that	30	31
1	2	Notes				

June 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
1	2 Promotional Introduce someone from another part of your firm	3 Trust About a time you stood up for someone	4 Authority Share a common mistake you often see clients make and how to avoid it	5 Trust About a time you made a decision based on gut feeling	6	7	
8 Trust Ask for predictions for a topical story in your industry	9 Promotional Recap your best articles from the last 6 months	10 Authority Share some research relevant to your sector	11 Trust About the things that drive you to excel everyday	12 Pleasure & Pain #5 (see How to create Pleasure & Pain Posts)	13	14	
15 Authority Share an industry article your audience might like	16 Promotional A job you're hiring for	17 Trust About a habit that got you through tough times	18 Trust About why you should make exceptions to rules (and when)	19 Golden Nugget #8 (see How to Create Golden Nugget Posts)	20 Summer Equinox	21	
22 Promotional Share a company blog post or article by a colleague	23 Trust About a promise you kept and the result of that	24 Authority A complex job and how to simplify it	25 Authority Post your opinion on a newsworthy story	26 Trust Something you love about working for your company	27	28	
29 Trust About how you had to pay your dues to get where you are today	30 Authority An insight from a recent presentation/book/article	1	2	3	4	5	
6	7	Notes					

July 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
29	30	1	2 Authority Answer a question you saw online to your timeline	3 Trust Behind the scenes photo	4	5	
6 Trust About a time you overcame procrastination and took action	7 Trust Summer holidays: ask for reading recommendations	8 Authority Share a recent company announcement	9 Promotional Share a free download your company provides	10 Trust About how you impacted your company culture for the better	11	12	
13 Golden Nugget #9 (see How to Create Golden Nugget Posts)	14 Authority Share an industry article your audience might like	15 Authority Share 2 related images (before/after; right/wrong; v1, v2) and invites comments	16 Trust About a time you were rejected, but them came up trumps	17 Promotional A product or service from another part of your firm or a partner	18	19	
20 Trust About when you worked hard to achieve something, but then realized there was a better/faster way	21 Authority Offer a live Skype/Zoom call on a topic of your choice	22 Trust About a time your fought biases and came out on top	23 Promotional Share a company blog post or article by a colleague	24 Promotional How people can contact you & what you can help with	25	26	
27 Pleasure & Pain #6 (see How to create Pleasure & Pain Posts)	28 Promotional A new product or service (recent or upcoming)	29 Authority Feature an award-winner: You, your company or a colleague	30 Authority Post your opinion on a newsworthy story	31 Trust About a time you realised there is more than one way to success	1	2	
3	4	Notes					

August 2020

	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	31	1	2
3	4	5	6	7	8	9
Trust About a time you gave someone an opportunity	Golden Nugget #10 (see How to Create Golden Nugget Posts)	Authority Share a podcast your audience will love	Trust About a time someone gave you some great advice that had a huge impact	Promotional A client testimonial or case study		
10	11	12	13	14	15	16
Trust Ask - how do you motivate yourself when you just aren't feeling it?	Authority Share a company infographic	Promotional Introduce a member of your team & what they're great at	Trust A time you discovered you should change your mind, rather than change theirs	Trust A fact about you that many people don't know		
17	18	19	20	21	22	23
Promotional Promote your company newsletter	Trust About a lesson you learned in your youth that you still live by today	Authority Tag a colleague, say why they are great at what they do	Authority Post your opinion on a newsworthy story	Trust About how to overcome biases		
24	25	26	27	28	29	30
Authority Provide a walkthrough of the experience of working with you from start to finish	Trust A big mistake and what you learned	Golden Nugget #11 (see How to Create Golden Nugget Posts)	Trust A time you made a short-term sacrifice for long term gains	Authority A common mistake people make when choosing your product/service		
31	1	<i>Notes</i>				
Summer Bank Holiday						

September 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
31	1 Pleasure & Pain #7 (see How to create Pleasure & Pain Posts)	2 Authority Share an idea that would improve your sector	3 Trust When you made a career move that turned out wrong and what you learned	4 Promotional Share a job you're hiring for	5	6
7 Promotional Share a compliment you received from a client	8 Authority Share a new product you've discovered that would be useful in your sector	9 Promotional Share a company blog post or article by a colleague	10 Trust About a time you had a brilliant, fun time at work	11 Trust Ask - what's the most fun you ever had at work?	12	13
14 Authority Share an industry article your audience might like	15 Promotional A little known fact about your product or service	16 Authority Tag an influencer in your sector. Say why others should follow them	17 Golden Nugget #12 (see How to Create Golden Nugget Posts)	18 Trust Photo from 'behind the scenes'	19	20
21 Trust Your first job - how you started from the bottom	22 Authority Post your opinion on a newsworthy story	23 Trust About a time you were criticized for your unique style/culture and how you overcame it	24 Authority Recommend a podcast or YouTube channels your audience would like	25 Promotional Share a company blog post or article by a colleague	26	27
28 Trust Tag a client, say why you like/value/respect them	29 Promotional A product or service from another part of your firm or a partner	30 Authority Share a money-saving tip related to your sector	1	2	3	4
5	6	<i>Notes</i>				

October 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
28	29	30	1 Trust Q&A with client or supplier	2 Authority An insight from a conference you attended	3	4	
5 Trust About finding balance in work and life	6 Authority Pick a recent news item from your sector and use it as the basis to predict future trends	7 Pleasure & Pain #8 (see How to create Pleasure & Pain Posts)	8 Trust About fighting tradition to achieve success	9 Golden Nugget #13 (see How to Create Golden Nugget Posts)	10	11	
12 Authority A before/after story	13 Authority Ask a member of your team to write something they are an expert in that would be interesting to your audience	14 Trust What you learned from your most successful piece of content	15 Promotional Explain your firm's point of differentiation	16 Trust Say thanks to someone who helped you get where you are today	17	18	
19 Trust About how you negotiate - your principles	20 Promotional Share a free download your company provides	21 Authority Ask me anything. I'll answer here.	22 Trust A time you asked for feedback and what you learned	23 Trust A picture from your commute	24	25	
26 Promotional Share a company blog post or article by a colleague	27 Trust A time when you made a proposal and the outcome	28 Authority A little known fact about your job	29 Authority Post your opinion on a newsworthy story	30 Trust Tag a supplier, say why you love them	31 Halloween	1	
2	3	<i>Notes</i>					

November 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
26	27	28	29	30	31	1
2 Golden Nugget #14 (see How to Create Golden Nugget Posts)	3 Promotional Post a photo from an event. Tag all the people in the image	4 Authority Write a review of a book you read recently	5 Guy Fawkes' Night	6 Trust Something you love about working for your company	7	8
9 Promotional A client testimonial or case study	10 Trust Ask for opinions on a newsworthy story in your sector	11 Trust About how to spot people who you can trust and work with	12 Pleasure & Pain #9 (see How to create Pleasure & Pain Posts)	13 Trust A time someone took advantage of you and what you learned	14 Diwali	15
16 Trust Ask for podcast recommendations	17 Promotional A popular product or service from another part of your firm	18 Authority Share an industry article your audience might like	19 Trust About a time you worked with a highly creative person and how you adapted	20 Authority Share 2 related images (before/after; right/wrong; v1, v2) and invites comments	21	22
23 Trust About a time you had to be resourceful	24 Golden Nugget #15 (see How to Create Golden Nugget Posts)	25 Trust About a time your curiosity paid off	26 Authority Post your opinion on a newsworthy story	27 Promotional Share a company blog post or article by a colleague	28	29
30 St Andrew's Day	1	<i>Notes</i>				

December 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	
30	1	2 Trust About a time you got greedy and learned a lesson	3 Promotional A job you're hiring for	4 Trust About respecting your competitors	5	6	
7 Trust Ask -how you learned to do something you found really hard	8 Promotional Introduce someone from another part of your firm	9 Trust Pick a topic, ask for predictions for 2021	10 Authority What's working now for your team or clients	11 Trust Best books you've read this year	12	13	
14 Authority How you stay focussed when under pressure	15 Promotional Recap your best articles from the last 6 months	16 Golden Nugget #16 (see How to Create Golden Nugget Posts)	17 Trust People you want to thank this year: clients, suppliers, colleagues, mentors etc.	18 Trust Ask for captions for a holiday season photo	19	20	
21 Winter Equinox	22 Authority Post a seasonal photo of your team	23 Authority Introduce a colleague to your audience	24 Trust About family, balance and priorities	25 Christmas Day 🎅	26	27	
28 Boxing Day	29 Promotional Share a company blog post or article by a colleague	30 Trust Reflect on how you have grown this year	31 New Years Eve	1	2	3	
4	5	Notes					

How to Plan and Create “Golden Nugget” Posts

Golden Nugget posts are educational posts that answer a specific question a prospect has related to your product or service. They aren't directly promotional, but they do fall into the category of *Offer Posts*. Golden Nugget posts are truly useful in their own right, but crucially, they also provide an insight into how you work with your clients and so serve to build trust and authority too.

Many social media gurus will breeze past this with a bland instruction to “share a quick tip” or similar. But this is just not explicit or detailed enough. To move a prospect towards a sale, your golden nuggets should be both actionable *and* specific to your offer.

Here's how to create 12-18 ready-to-go Golden Nugget posts...

Step 1: Think about each stage involved in implementing the product or service you provide. Write those down.

Step 2: Now, for each stage write 2-3 of the most common questions that clients or prospects ask.

Step 3: Finally, for each FAQ, think about how you would answer that with a prospect in real life. Each answer is a post.

Let's take an example.

Imagine you work for a web design agency. When someone engages you to create a new website, you would work through a number of stages to deliver that site, probably something like this:

- Discover – where you learn and understand the customer needs
- Design – where you create some candidate design options
- Build – where you implement the chosen design
- Test – where you validate the build with the client
- Launch – where you deploy and promote the site
- Maintain – where you provide on-going maintenance for the site

For each of the six stages, you would think about the top 3 questions that prospects and customers ask.

If you come up with 2-3 questions for each stage, at the end you'll have 12-18 FAQs. Each one of these is a post.

In many cases, it might be quicker and easier to record a short video rather than write a post. If you do this, then the text of the post should be a quick introduction, e.g. "In this short video I'll show you how to quickly configure Google Analytics to track your sales".

As Offer Posts, do make sure to include a call-to-action at the end of the post or video. Something like "Message me to find out more" or "Signup for a free trial here" is good. But always remember the key goal of Golden Nugget posts is to educate your audience. Present value first, and the offer at the end.

How to Plan and Create “Pleasure & Pain” Posts

Pleasure & Pain Posts are educational posts that address a pain or desire that your market has. They fall into the category of *Authority Posts*. What’s great about them is that because they are specifically focussed on your market’s fears and desires, they create an emotional connection with your audience and leave them thinking “this person *really* understands me”.

Before we go on....

Don’t be too hard on yourself! Pleasure & Pain Posts are a bit harder to write than Golden Nugget Posts. Most people are confident talking about their product or service, but with Pleasure & Pain posts you’re writing about the emotions and feelings of your customer – and for most of us that’s not something we’re used to doing (but we should all do more!)

So take your time creating these posts, and don’t worry if you struggle to begin with. Keep working at it, and if you can only come up with a couple of posts to start with, that’s fine.

Here's how to create Pleasure and Pain Posts...

Step 1: Think about the top 3 pains or problems your market has. Write them down.

Step 2: Now think about the top 3 challenges your market has. Write these down too. (Note that challenges are different to pains. Pains come from external forces and inflicted upon us, whereas challenges arise from within us based on our aspirations).

Step 3: Next think about 3 desires or goals that your market has. You got it - write these down as well.

Step 4: You should now have 9 pains, challenges and desires in total. For each one, write a post about that topic. Take a moment to think about how people in your market feel, and what their typical day looks like in that situation. Provide a tip or hint about something practical they can do to achieve the goal or overcome the pain or challenge.

Let's take an example.

If you run a web design agency specializing in serving software consultancies, 3 pains your market might have are:

- No consistency of pipeline – either feast or famine
- Larger consultancies can offer more services
- Freelancers are undercutting them

Note how these are not specific to web design. They are the broader pains of the market!

Now, let's look at challenges:

- Move away from referrals as the main source of new clients
- How to appear bigger and offer a wider range of services, when you have no budget to hire people with other skillsets
- Unable to get enough cash into the business to hire, expand services and scale

See how these challenges are derived from the pains.

Finally, 3 goals and desires:

- Win more clients
- Increase the range of services offered
- Scale the business

You can now write 9 posts on these topics showing your empathy and understanding of the client situation, along with some expert advice.

And that expert advice will likely include tips on how you used great web design to address those pains, challenges and desires in your own business, or with previous clients!

