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Rationale: This social media plan is for a writer's group who want to be active across social media as well as keep a regularly updated blog. I revamped the editorial calendar for the blog, created cohesion within social media, and created new Instagram and Threads accounts. I scheduled posts for the blog, Facebook, and Instagram a few weeks ahead keeping to the calendar outlined below. For events that are upcoming, created multiple posts as reminders to our followers.

Social Media Accounts

Blog:

Facebook:

IG:

Newsletter:

Threads:

TikTok:

X (Twitter) :

Hashtags to use on IG/X(Twitter)**Social media plan and calendar**

Post type	Day of the month due	Date of posting
Interviews of any kind	15 th of the previous month (Example: May 1 st post must be received by April 15)	1 st of the month unless workshop interview then before the workshop begins.
Call for volunteers	Rolling	10 th of the month
Member new releases	Two steps: Call on the past month for upcoming month on the 15 th . Due 30 th of that month (Example: A call on April 15 th for new releases due by April 30 for posting on May 15 th .) <ul style="list-style-type: none"> Email president to post on FF&P Main 	15 th of the month.

	<ul style="list-style-type: none"> • Create graphic with the following language to post to social media <p>Language:</p> <p>Fantasy, Futuristic, and Paranormal RWA special interest chapter is looking to showcase member's new releases! Contact EMAIL ADDRESS for more information! #Romancelandia #Paranormal #Fantasy #AmWriting #WritingCommunity #Bookstagram #Writer #WritersLife #indieauthors #romancebooks #paranormalromance #scifi #fantasybooks</p>	
Call for guest bloggers	<p>Post a variation of:</p> <p>Are you a member of writer's group? Or do you work in the publishing industry (editor, creator, publisher, agent)? Then writer's group wants YOU to write for our blog! We're looking to interview authors and industry creatives OR if you have a topic that you're passionate about, we would love for you to guest post!</p> <p>If this intrigues you, email EMAIL for more info!</p>	20 th of the month
Blurbs, Loglines, Quotes	Rolling	First Saturday of the month
Re-post monthly workshops	Example: Post July's workshops on the second Thursday of July	Second Thursday of the month
Blog only: Upcoming monthly workshops	Example: Post July's workshops on the third Monday of June	Third Monday of the month
X/IG/FB only: Upcoming monthly workshops	Create graphic announcing upcoming month's workshop. Include:	Third Monday of the month

	<ul style="list-style-type: none"> • Workshops run until DATE • They are asynchronous • They are available on groups.io • Website and Chair email <p>Example: Post July's workshops on the third Monday of June</p>	
Guest posts	<p>Due the 10th of the month is posting.</p> <p>Example: May 10th for publication on the fourth Wednesday.</p>	Fourth Wednesday of the month
Miscellaneous posts	Posts that do not fit any category such as admin posts	Post immediately unless otherwise noted.