

2022 Social Media Content Calendar	January-June				
	Q1			Q2	
	JAN	FEB	MAR	APR	MAY
OUR CONTENT PILLARS	Educational + News			Content Pillar 1	
	Cultural Moments			Content Pillar 2	
	Encouragement			Content Pillar 3	
	Entertainment			Content Pillar 4	
Key Dates			International Women's Day		Mental Health Awareness Month
Social Media Holidays		Valentine's Day	National Employee Appreciation Day (03/06)		Mother's Day
Our Marketing Campaigns		Valentine's day adoption campaign			Companion Animal awareness campaign
CORNERSTONE CONTENT					
Blog Posts					
		Key dog adoption stats			7 Ways to tell if your dog likes you
Promotions					
Events		2/14 Adoption fair at the farm			
Contests					
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How To Start Content Calendar Template Guide For Us Audience

**Pembina Institute for Appropriate
Development**



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Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses Joe Pulizzi,2015-09-04 Instead of throwing money away and sucking up to A listers now there is a better way to promote your business It s called content marketing and this book is a great way to master this new technique Guy Kawasaki Chief evangelist of Canva and author of The Art of the Start 2 0 How do you take the maximum amount of risk out of starting a business Joe Pulizzi shows us Fascinate your audience then turn them into loyal fans Content Inc shows you how Use it as your roadmap to startup success Sally Hogshead New York Times and Wall Street Journal bestselling author How the World Sees You If you re serious about turning content into a business this is the most detailed honest and useful book ever written Jay Baer New York Times bestselling author of Youtility The approach to business taught all over the world is to create a product and then spend a bunch of money to market and sell it Joe outlines a radically new way to succeed in business Develop your audience first by creating content that draws people in and then watch your business sell themselves David Meerman Scott bestselling author of ten books including The New Rules of Sales and Service The digital age has fundamentally reshaped the cost curve for entrepreneurs Joe describes the formula for developing a purpose driven business that connects with an engaged and loyal audience around content With brand voice and audience building and monetizing a business is easy Julie Fleischer Sr Director Data Content Media Kraft Foods What if you launched a business with nothing to sell and instead focused first on serving the needs of an audience trusting that the selling part would come later Crazy Or crazy brilliant I d say the latter Because in today s world you should serve before selling Ann Handley author of the Wall Street Journal bestseller Everybody Writes and Content Rules Today anyone anywhere with a passion and a focus on a content niche can build a multi million dollar platform and business I did it and so can you Just follow Joe s plan and hisContent Inc model John Lee Dumas Founder EntrepreneurOnFire The Internet doesn t need more content It needs amazing content Content Inc is the business blueprint on how to achieve that If you re in business and are tired of hearing about the need for content marketing but want the how and the proof Content Inc is your blueprint Scott Stratten bestselling author and President of UnMarketing Inc Content marketing is by far the best marketing strategy for every company and Joe is by far the best guru on the topic I wish this book was available when we started our content marketing initiative It would have saved us a huge amount of time and effort Scott Maxwell Managing Partner Founder OpenView Venture Partners

The American Directory of Writer's Guidelines Stephen Blake Mettee, Michelle Doland, Doris Hall, 2005-12 Perhaps the best kept secret in the publishing industry is that many publishers both periodical publishers and book publishers make available writer s guidelines to assist would be contributors Written by the staff at each publishing house these guidelines help writers target their submissions to the exact needs of the individual publisher The American Directory of Writer s Guidelines is a compilation of the actual writer s guidelines for more than 1 600 publishers A one of a kind source to browse for article short story poetry and book ideas **The American Directory of Writer's Guidelines** John C. Mutchler, 1997 an invaluable reference tool for any writer Frances Halpern Columnist Los Angeles Times and Co host of NPR s Beyond Words Literary Talk Show destined to take its rightful place on every serious writer s bookshelf alongside her Webster s Dictionary and Roget s Thesaurus Georgia Hughes Acquisitions Editor Prima Publishing At last A reference book that spells out for a writer exactly what magazine and book editors need in the editor s own words This compilation of over 450 periodical and book publishers guidelines is a one of a kind source to browse for article short story poetry and book ideas and markets Includes guidelines from Good Housekeeping Field Stream McCall s Playgirl Ranger Rick Seventeen Entrepreneur The Nation Parade Avon Books Simon Schuster and scores of others The American Directory of Writer s Guidelines will save weeks of waiting to get SASEs back and pay for itself in stamps alone **Willing's Press Guide** , 2000 A guide to the press of the United Kingdom and to the principal publications of Europe Australia the Far East Gulf States and the U S A

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