

# ***DIGITAL*** *Digest*

**The Benefits of Using a  
Social Media Content Calendar  
for Your Small Business**

## Save Time



Using a social media calendar allows you to plan ahead and research future topics. When you know what content to prepare, well ahead of time, you can avoid those last-minute scrambles.

## Reduce Stress



The life of a small business owner can be stressful and packed full of tasks. Having your content designed and scheduled takes away from the daily need to research, create, and post.

## Holidays



A content calendar can help you get ahead on promotions associated with holidays and national observances. It takes the pressure off trying to create and post during busy times of the year.

## Take a Break



Every small business owner deserves time off. Scheduling content to go live while you are away keeps your social media marketing from taking its own vacation!



**Free**

**SOFTWARE**

**Hootsuite, Canva  
& Hubspot**

## Get Organized



A detailed calendar is essential to keeping your social posts organized and strategic. A good digital marketing plan includes a scheduling strategy - making arrangements for automatic posts keeps you on task and in line with your overall plan.

## Be a Regular



Prevent content from falling through the cracks as a busy entrepreneur. Schedule posts to go live on a consistent basis so you can remain relevant. Show up frequently and routinely to stay top of mind for your returning customers and to engage with a potential new customers base.

## Brainstorming



It takes time to think of creative posts. By planning ahead, designing when you're feeling creative, and allowing yourself time to gather material, you will end up with more engaging content on your social feeds.

## Big Picture



Content planning gives you an extensive overview of the content marketing process and assists with strategy building. It helps you see the bigger picture of the broad themes you can cover daily, weekly, and monthly. It will inform how you share content across platforms and ensure your businesses key messaging and offerings are shared effectively.