The Content per Month

Blog Posts

- Post twice a week
- review content/editorial calendar
- Posts can be a mixture of:
  - original content
  - commentary on content created by others

LinkedIn (and other Social Media sharing platforms)

- Answer 1-2 questions a month
- Share at least 1-2 pieces of content (not your own) each month
- Share at least 1-2 pieces of your own content (i.e. your blog posts) each month

Newsletters

- Send out once a month
- Include excerpts of and links back to blog posts on site
- Include one piece of content not on blog

Press Releases

- Send out as necessary
- Create and send out press releases when you are promoting a speaking engagement, community involvement, a new hire, etc.

The Weekly Schedule

This is a suggested schedule with easy to manage, discrete todos. Alter to suit your work load and the opportunities you find online. As this becomes routine, add more frequency to your blogs post and content sharing.

Week 1

- Create a blog post on website (either commenting and referencing another article or totally original)
- Share blog post on LinkedIn
- Review Google Alerts for content you can share and comment on in your blog

Week 2

- Prepare newsletter content
- Search for and answer a LinkedIn Question or a question asked in a LinkedIn Group you belong to
- Brainstorm blog post topics you can write over the next month or so
- Review Google Alerts for content you can share and comment on in your blog

Week 3

- Send out Newsletter
- Create a blog post on website (either commenting and referencing another article or totally original)
- Share blog post on LinkedIn
- Review Google Alerts for content you can share and comment on in your blog
- Share one interesting news item with your LinkedIn network

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Week 4

- Search for and answer a LinkedIn Question or a question asked in a LinkedIn Group you belong to

- Review Google Alerts for content you can share and comment on in your blog

- Share one interesting news item with your LinkedIn network