

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#).



Activity Overview

In this activity, you will complete two days of a social media calendar.

A social media calendar can help you plan your posts in advance and organize all of your content in one centralized location. To help you complete the calendar, you will be provided with a scenario that describes a company and a document containing additional information about the company. You will choose social media platforms to post on, plan when and how often to post, and determine what types of content to post based on this information.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

The Right Size is a size-inclusive clothing company. Their mission is to produce beautiful, affordable clothing that makes all people feel empowered, regardless of their size. You are part of The Right Size's social media marketing team, and you have begun building their social media calendar for the month of May. In this activity, you will plan the posts for two days in the first week of that month. To complete this task, you will need to consider the holidays and events happening that week, as well as related company promotions. You will refer to a research document to help you plan the content.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Social media calendar](#)

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity template_Social media calendar](#)
[XLSX File](#)

Step 2: Access supporting materials

The following supporting materials will help you complete this activity. Keep this document open as you proceed to the next steps.

To use the supporting materials for this course item, click the link below and select "Use Template."

Link to supporting materials: [The Right Size campaign research](#)

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [The Right Size Campaign Research](#)
[DOCX File](#)

Step 3: Select social media platforms

Review the Target Audience, Largest Age Groups, and Most Popular Platforms sections in the research document. Based on the information in the document, select the three social media platforms that you think will reach the largest number of people in your

target audience.

In the calendar template, fill in the names of the platforms you've chosen in the column labeled Social Platform.

Step 4: Select the timing and frequency of posts

Determine when and how often you want to post on each platform. First, recall what you learned previously about how to decide on a posting frequency:

For platforms with chronological feeds like Twitter, posting multiple times a day can help reach your target audience in different time zones and at various points throughout their day.

For algorithm-based platforms like Facebook and Instagram, it's better to publish less frequently—generally no more than once or twice a day.

Next, review the Highest Target Audience Activity section in the research document to determine when your target audience is spending the most time in their social media feeds.

Then, in the column labeled Time in the calendar template, add times for planned posts on each of the different platforms.

Step 5: Select topics of posts

Decide on the topics of the content you'd like to publish. Review the Holidays/Events and Promotions sections of the research document to find out what is happening around the time of the posts you are scheduling. Then, for each scheduled post, add a topic related to the events or promotions listed in the Topic column in the calendar template. (You may repeat some topics more than once.)

Step 6: Select types of content to publish

Decide what types of content you want to post. Consider some of the common formats for social media content—such as images, videos, stories, articles, GIFs, infographics, and quizzes—and think about what content works best on different platforms.

Next, review the Posts Receiving Highest Engagement section in the research document to get a sense of the types of content that are popular with your audience.

Then, in the template, add content types next to each topic in the Content Type column.

Step 7: Plan copy for two posts

Choose two of the posts you've planned in the calendar template. Then, in the Copy column, write a few bullet points describing what the content of the post should include. Keep in mind your target audience, the topic of the post, the post's format, and the character limitations of the platform (for example, Twitter has a 280 character limit).

Step 8: Describe the assets needed for two posts

In the Assets column, describe the assets needed for two of your planned posts. Assets include visual content like images and videos. Once again, consider the post's topic and format.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to include the following elements in your completed social media calendar:

Social media platforms

Times for planned posts

Topics of posts

Types of content

Descriptions of copy for two posts

Assets for two posts