

**Cloud Media Marketing
Social Media/Content Start Guide**

Annual Overview Calendar

January	February	March	April	May	June	July	August	September	October	November	December
New Year	Valentine's Day	St. Patrick's Day	Easter	Mental Health Awareness	Pride Month	4th of July	Summer	Labor Day	Halloween	Thanksgiving	Holidays
				Memorial Day					Pink Month	Men's Health	

Your Overview

January

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

February

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

March

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

April

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

May

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

June

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

July

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

August

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

September

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

October

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

November

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

December

Theme _____
 Events/Holidays _____
 Ideas _____

 Notes _____

Dos/Don'ts

Marketing Guidelines

Logo	Yes	No
Fonts	Yes	No
Colors	Yes	No
Key Phrases or taglines	Yes	No
Existing Content	Yes	No