

**Social Media Marketing Calendar: Best Practices for Engaging, Informing, and Inspiring Stakeholders**

1. Know your target audience and consider what your audience cares about.
2. Don't overdo it. Craft messages that are succinct.
3. Encourage participation with authentic and meaningful conversations.
4. Don't forget about the people who don't engage in social media 24/7.
5. Be responsive
6. Listen and communicate.
7. Collaborate.
8. Check in with users on a regular basis.
9. You can always borrow "a plan," such as a toolkit, set of procedures, policy, or calendar for ongoing success.

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