



**SOCIAL MEDIA
CONTENT CALENDAR**
FOR THE CLUB INDUSTRY

92 DAYS
OF SOCIAL
MEDIA CONTENT

MARCH-MAY 2020



WHAT SERVICES DO WE OFFER?

Social Media Management

Shayne is a Facebook Blueprint Certified Digital Marketing Associate. This is awarded for proficiency in skills, tools, advertising policies and best practices required to buy ads on Facebook. Instagram and Messenger.

Entertainment Consultant

Acoustic Solos, Party Bands, Production Shows and Morning Shows.

Marketing Consultant

Short and long term contracts plus one off projects. Looking after your digital marketing – SMS, EDMs, Social Media Accounts, Newsletters, journals and general Marketing requirements in the venue.

Let's make a plan and put it in to action!

Contact me for more information:

e: Shayne@illegallyblonde.com.au

m: 0416 243 387

TESTIMONIALS

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“You won't go wrong choosing to work alongside Shayne-Anne because she really is the real deal!”

Jim Morris - Social Media Strategist

“

“Shayne provided some innovative concepts and implemented an engaging campaign that resulted in a successful promotion which delivered all objectives. We highly recommend Shayne and would work with her again.”

Stella Tripodi - Marketing Cabravale Group

MARCH 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
24	25	26	27	28	29	1
					AUTUMN STARTS 1 st of the month	COMMUNITY Hearing Awareness Week - Organise Free Hearing Test
ENGAGE Ask us anything today	COMMUNITY CLEAN UP AUSTRALIA DAY	TESTIMONIAL Share a testimonial Restaurant, Event, Shows, Service	RECIPE Club Favourite Cocktail	MEET THE STAFF Q & A with staff member on the floor	WHATS ON Restaurant / Shows Promos	COMMUNITY International Womens Day - Highlight a Member
BEHIND THE SCENES Chat with CEO	WHATS ON Restaurant, Shows, Promotions	TESTIMONIAL Share a testimonial Restaurant, Event, Shows, Service	RECIPE Chefs Selection	MEET THE STAFF Worlds Greatest Shave	WHATS ON Ask your members what they have planned this weekend?	COMMUNITY Special of the week
ENGAGEMENT QUESTION	WHATS ON St. Patricks Day Post	INSPIRE Motivational Wednesday Quote	MEET THE STAFF Celebrate a long standing staff member	COMMUNITY Whats happening in your local area?		TRENDING TOPIC Talk about trending topic
PROMOTIONS Whats coming up	ENGAGE Run a poll Which Cocktail is your favourite?	SELL Events / Birthdays / Restaurant	ENGAGE #ThrowbackThursday Old photos / recipes / local area	BEHIND THE SCENES Facebook / Instagram Live	ENGAGE Caption this photo	SELL Show us your restaurant meals
INSPIRE #MotivationalMonday Quote for the week	HIGHLIGHT Video chat with member	1	2	3	4	5



WHY USE SOCIAL MEDIA?

Social Media is all about showing your true self. It is the perfect forum to get behind the scenes and allow your members get to know the real you. Social Media is a direct line to your members and that allows discussion and interaction, as opposed to broadcast only.

Your website has all the information for your members. Try using video, photos of staff and members to engage your audience. Ask questions and share that extra bit of information they can't find on a brochure, or in your magazine or on your website.

- Advertise
- Interact with customers
- Create new business
- Create awareness
- Be the local presence

*it's all about
getting social!*

APRIL 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31	COMMUNITY 1 Share a story of an organisation you support and how they helped others	TEAM MEMBER 2 Get to know a team member - Favourite Club Meal or Cocktail	ENGAGE 3 Friday Fun Make em laugh	RECOGNITION 4 Show us your awards and any recognitions	CALL TO ACTION 5 Head on down for a Sunday Arvo Roast or Special
ENGAGE 6 Chocolate Lovers post. Why not run a poll? White, Milk or Dark	SELL 7 Flog your wares, what promos have you got coming up?	WHATS ON 8 School Holidays - last day of school tomorrow	WHATS ON 9 THIS EASTER Photos - Timetable - Easter Bunny	GOOD FRIDAY 10 Easter Promotions Opening Hours	EASTER SATURDAY 11 Live Video - Whats Happening Now	EASTER SUNDAY 12 Easter Bunny - Member Photos - Easter Hunt
EASTER MONDAY 13 Whats On at your venue for Families	TIPS 14 Keeping the kids occupied - something free and local + lunch at club	ENGAGE 15 Video of Chef Making a dish	ENGAGE 16 Photo Cocktail - Whats your favourite?	FAMILY FUN 17 Whats on at your venue for Kids?	HAPPY CATURDAY 18 Ridiculous cat meme	19 It's Sunday Funday! Photos of your staff - whats happening today?
ENGAGE 20 Tell a story for ANZAC Day from Member or Team Member	SELL 21 Whats On for ANZAC Day?	COMMUNITY 22 Photos of local area Places to go ANZAC Day	FAMILY FUN 23 Bring the kids in for Meal Deal and colouring in comp	WHATS ON 24 ANZAC Services in the area or your venue	ANZAC DAY 25 Lest we Forget - Highlight a Member who served	ENGAGE 26 Show images from ANZAC Service
PUBLIC HOLIDAY ENGAGE 27 Whos looking forward to the kids going back to school?	MUM & DAD MOTIVATION 28 Term 2 Starts at School	SELL 29 Beautiful Table setting. Events Weddings - Big 0 Birthdays	ENGAGE 30 Whats for dinner tonight? Why not bring the kids in for their favourite meal.	1	2	3
4	5	6	7	8	9	10

BUILD YOUR STRATEGY

It's important to have a direction and consider the reasons why you are doing what you are doing and understand why you are doing it. Here are a few points to include in your strategy. It doesn't have to be a detailed document. A one pager should get you on the right track.

WHAT ARE YOU TRYING TO ACHIEVE?

WHAT ARE YOUR SOCIAL MEDIA OBJECTIVES?

WHAT IS YOUR BRAND IDENTITY?

WHAT IS YOUR VOICE?

WHAT SOCIAL MEDIA PLATFORMS WILL SUIT YOU & YOUR BUSINESS?

WHERE WILL YOU FIND YOUR AUDIENCE?

WHO ARE YOU TRYING TO REACH?

HOW WILL YOU MEASURE IT?

MAY 2020

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
27	28	29	30	TESTIMONIAL 1 Share a testimonial Restaurant, Event, Shows, Service	GO LIVE ON A SATURDAY NIGHT 2 FB / Instagram Live	SUNDAY FUNDAY 3 What can the family do at your venue?
STAR WARS DAY 4 May the 4 th be with you	PROMOTE 5 Mothers Day Specials Promotions	AWARENESS 6 Highlight your Facilities - Courtesy Bus, Parking, Kids facilities, Restaurant	ENGAGE 7 Post a photo of all your team members who are Mums	COMMUNITY 8 Share a story of an organisation you support how they helped?	ENGAGE 9 Photos of shows, events, music you have happening	MOTHERS DAY 10 Why is your Mum special to you?
PROMOTIONS 11 Photo of winning member	ENGAGE 12 Have you tried our new menu? Whats your favourite dessert?	TESTIMONIAL 13 Share a testimonial Restaurant, Event, Shows, Service	THROWBACK THURSDAY 14 Old photos, local area, before & after photos of venue	AWARENESS 15 Video - Take us on a tour of your venue	TRENDING TOPIC 16 Talk about trending topic	ENGAGE 17 Photo of your members
INSPIRE 18 #MotivationalMonday Quote for the week	COMMUNITY 19 Who have you donated to and why?	INSPIRE 20 Motivational Wednesday Quote	PROMOTIONS 21 Images of staff and winning members	MEET THE STAFF 22 Q & A with staff member on the floor	SELL 23 Having a special event ? Book your room today.	AWARENESS 24 Highlight your Facilities - Courtesy Bus, Parking, Kids facilities, Restaurant
COMMUNITY 25 Whats happening in your local area? Highlight a business	AWARENESS 26 Winter is nearly here Try our new menu	ENGAGE 27 Are you Summer or Winter person?	WHATS ON 28 Highlights of what is coming up	COMMUNITY 29 Highlight an Organisation - Who have you donated to and why?	TESTIMONIAL 30 Share a testimonial Restaurant, Event, Shows, Service	LAST DAY OF AUTUMN 31
1	2	3	4	5	6	7

WHO IS ILLEGALLY BLONDE?

Shayne-Anne O'Leary is Illegally Blonde. Shayne has worked in the industry for more than 30 years first working in the family business ARTISTES' ANSWERING CENTRE. AAC was a supplier to the Club Industry for over 45 years supplying entertainment to Club Managers, Entertainment Manager as well as Entertainment Agents and Venue Consultants.

Shayne is a Freelance Marketing Manager and Consultant for various registered clubs in Sydney. She has a great knowledge of social media marketing and recently spoke at the Entertainment & Marketing Seminar held by the Club Managers Association Australia.

Want to know more? Get in touch!



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