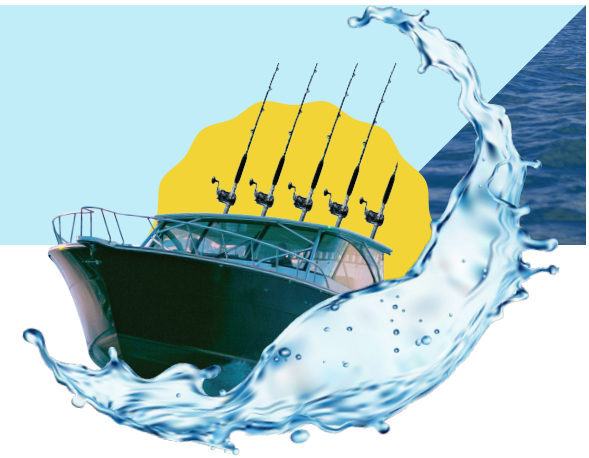


## Great Lakes Charter Fishing

# SOCIAL MEDIA CALENDAR



Keeping your messaging organized on social media is very important. A calendar will help you create and implement a plan that gives you a consistent social media presence.

### APRIL

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
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30						

- 4 Reminder: Get Your Fishing License
- 6 College Graduation Gift Idea
- 10 Biggest Fish Caught Last Season
- 12 Do I Need a Fishing License?
- 14 Bachelor Party Idea
- 18 Meet Your Captain
- 20 College Graduation Gift Idea
- 24 Mother's Day Gift Idea
- 25 Reminder: Get Your Fishing License
- 27 Is There an Age Limit? Can I Bring Kids?

### MAY

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- 1 Mother's Day Gift Idea
- 3 Do I Need a Fishing License?
- 5 Fun Fact Friday: Unique Features About Your Company
- 10 High School Graduation Gift Idea
- 12 Bachelor Party Idea
- 16 Bachelorette Party Idea
- 18 Is There an Age Limit? Can I Bring Kids?
- 22 How Many Fish Should I Expect to Catch?
- 24 High School Graduation Gift Idea
- 26 Fun Fact Friday: Most Fish Someone Has Caught
- 29 Memorial Day
- 31 Father's Day Gift Idea

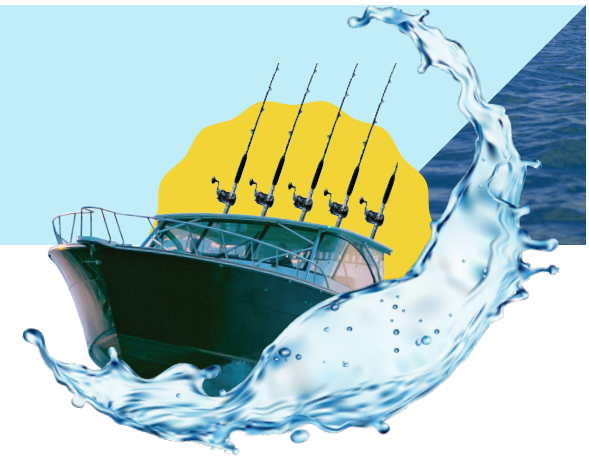
### JUNE

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- 2 Birthday Gift Idea
- 5 Employee Feature
- 7 Father's Day Gift Idea
- 9 Bachelor Party Idea
- 13 Bachelorette Party Idea
- 14 School's Out Family Trip
- 16 Fun Fact Friday: Boat Size
- 19 Share Your Father's Day Experience
- 21 First Day of Summer
- 23 Company Outing Idea
- 26 Employee Feature
- 28 Generational Fun: Daughter, Mom, Grandma

## Great Lakes Charter Fishing

# SOCIAL MEDIA CALENDAR



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### JULY

						1
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23	24	25	26	27	28	29
30	31					

- 4 Fourth of July
- 7 Fun Fact Friday: Type of Fish to Expect to Catch
- 10 Girls' Trip Idea
- 12 Generational Fun: Son, Father, Grandpa
- 14 Company Outing
- 17 Employee Feature
- 19 Share a Customer Review
- 21 End of Summer/Labor Day Trip Idea
- 24 Guys' Trip Idea
- 26 Biggest Fish Caught So Far This Season
- 28 Fun Fact Friday: Boat Speed
- 31 Share a Customer Review

### ADDITIONAL IDEAS

- Encourage customers to post about their charter fishing experience, tagging your business on social media and using the hashtag [#MiCharterFishing](#).
- Post about “tourist attractions,” including upcoming festivals, carnivals, fairs and other local events in your area. Be sure to note if these events affect how far in advance customers should book their charter fishing trips.
- Post about less busy times to visit to avoid the crowd. Highlight days (ex: Monday-Wednesday) that are best for last-minute bookings.
- Post about last-minute openings or cancellations.
- Post about relevant features that make your business unique, such if it is a family-owned and -operated business.
- Post about upcoming promotions, deals or giveaway contests your company is offering. For example, consider developing a giveaway/discounted price contest and encouraging past customers to submit photos, reviews or testimonials of their experience.
- Post about any milestones, such as employee work anniversaries or an anniversary your company is celebrating (ex: 20 years in business).
- Seek out and post about community partners and local businesses in your area that are relevant to your business and uplift your community. For example, a local restaurant that makes a great pit stop before or after a charter fishing trip or another tourist attraction for visitors to add to their plans while in your area.