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A1:A3 | 2022 Social Media Content Calendar

2022 Social Media Content Calendar	January-June					
	Q1			Q2		
	JAN	FEB	MAR	APR	MAY	JUN
OUR CONTENT PILLARS	Content Pillar 1				Content Pillar 1	
	Content Pillar 2				Content Pillar 2	
	Content Pillar 3				Content Pillar 3	
	Content Pillar 4				Content Pillar 4	
Key Dates			International Women's Day		Mental Health Awareness Month	Pride Month
Social Media Holidays		Valentine's Day	National Employee Appreciation Day (03/06)		Mother's Day	Social Media Day
						Father's Day
Our Marketing Campaigns		Valentine's day adoption campaign			Companion Animal awareness campaign	Dads and Dogs campaign
CORNERSTONE CONTENT						
Blog Posts						
		Key dog adoption stats			7 Ways to tell if your dog likes you	11 crucial skills for dogs
Promotions						
		2/14 Adoption for at				

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Kendra Bonnett

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Content Strategy at Work Margot Bloomstein,2012-01-25 Content is king and the new kingmaker and your message needs to align with your model and metrics and other mumbo jumbo right Whether you re slogging through theory or buzzwords there s no denying content strategy is coming of age But what s in it for you And if you re not a content strategist why should you care Because even if content strategy isn t your job content s probably your problem and probably more than you think You or your business has a message you want to deliver right You can deliver that message through various channels and content types from Tweets to testimonials and photo galleries galore and your audience has just as many ways of engaging with it So many ways so much content so where s the problem That is the problem And you can measure it in time creativity money lost opportunity and the sobs you hear equally from creative directors project managers and search engine marketing specialists The solution is content strategy and this book offers real world examples and approaches you can adopt no matter your role on the team Put content strategy to work for you by gathering this book into your little hands and gobbling up never before seen case studies from teams at Johns Hopkins Medicine MINI Icebreaker and more Content Strategy at Work is a book for designers information architects copywriters project managers and anyone who works with visual or verbal content It discusses how you can communicate and forge a plan that will enable you your company or your client get that message across and foster better user experiences Presents a content strategy framework and ways to implement in both in house marketing departments and consultancies Includes case studies interviews and lessons learned from retail apparel network television business to business automotive non profit and higher ed brands Details practical sales techniques to sell content strategy and use content strategy processes to sell other services and larger projects

Enterprise Content and Search Management for Building Digital Platforms Shailesh Kumar Shivakumar,2016-12-16 Provides modern enterprises with the tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques Contemporary business organizations can either embrace the digital revolution or be left behind Enterprise Content and Search Management for Building Digital Platforms provides modern enterprises with the necessary tools to create a robust digital platform utilizing proven best practices practical models and time tested techniques to compete in the today s digital world Features include comprehensive discussions on content strategy content key performance indicators KPIs mobile first strategy content assessment models various practical techniques and methodologies successfully used in real world digital programs relevant case studies and more Initial chapters cover core concepts of a content management system CMS including content strategy CMS architecture templates and workflow reference architectures information architecture taxonomy and content metadata Advanced CMS topics are then covered with chapters on integration content standards digital asset management DAM document management and content migration evaluation validation maintenance analytics SEO security infrastructure and performance The basics of enterprise search technologies

are explored next and address enterprise search architecture advanced search operations and governance Final chapters then focus on enterprise program management and feature coverage of various concepts of digital program management and best practices along with an illuminating end to end digital program case study Offers a comprehensive guide to the understanding and learning of new methodologies techniques and models for the creation of an end to end digital system Addresses a wide variety of proven best practices and deployed techniques in content management and enterprise search space which can be readily used for digital programs Covers the latest digital trends such as mobile first strategy responsive design adaptive content design micro services architecture semantic search and such and also utilizes sample reference architecture for implementing solutions Features numerous case studies to enhance comprehension including a complete end to end digital program case study Provides readily usable content management checklists and templates for defining content strategy CMS evaluation search evaluation and DAM evaluation Comprehensive and cutting edge Enterprise Content and Search Management for Building Digital Platforms is an invaluable reference resource for creating an optimal enterprise digital eco system to meet the challenges of today s hyper connected world   *Marketing in Hospitality and Travel* Pratap Dixit,2025-02-20 Marketing in Hospitality and Travel is a comprehensive guidebook that explores the dynamic and evolving landscape of marketing within the hospitality and travel industries We blend theoretical insights with practical strategies offering a roadmap for professionals and businesses aiming to thrive in an increasingly competitive and consumer driven market We begin by exploring fundamental concepts of hospitality and travel marketing highlighting the unique challenges and opportunities faced by businesses in these sectors Our in depth analysis of consumer behavior market trends and industry dynamics lays the foundation for strategic decision making and marketing planning A key theme of our book is the integration of technology and innovation in marketing strategies We discuss the impact of AI data analytics virtual reality and mobile platforms on customer engagement personalization and brand experiences Case studies and examples illustrate how leading companies leverage these technologies to create memorable marketing campaigns Sustainability and responsible tourism are also central themes We examine the importance of eco friendly practices green certifications and community engagement in shaping consumer perceptions and preferences Strategies for promoting sustainability while enhancing guest experiences and driving business growth are explored in detail Moreover we cover essential topics such as digital marketing content strategies social media engagement influencer partnerships and customer relationship management Practical frameworks tools and best practices are provided to help readers develop effective marketing plans optimize budgets and measure campaign success With its comprehensive approach and real world insights Marketing in Hospitality and Travel is an indispensable resource for marketing professionals business owners students and anyone interested in mastering the intricacies of marketing in the hospitality and travel industries   **Willing's Press Guide and Advertisers' Directory and Handbook** ,2005   An IBM Guide to Doing Business on the Internet Kendra Bonnett,2000 Bonnett reveals IBM s

innovative strategies for harnessing the power of the Web via the expertise of numerous experts both inside and outside of IBM plus independent research 30 line illustrations   *Willing's Press Guide* ,2004 Coverage of publications outside the UK and in non English languages expands steadily until in 1991 it occupies enough of the Guide to require publication in parts   **Data Sources** ,2000   *Communication Arts* ,2007   *Microformats* John Allsopp,2007-03-26 and software that already support them and much more   *SharePoint 2007 Disaster Recovery Guide* John Ferringer,Sean McDonough,2009 Microsoft s SharePoint platform is a complex diverse technical tool designed to meet a range of business needs and uses It requires several other platforms and applications for implementation and it can be integrated with other external line of business applications This diversity also applies to the numerous methods tools and approaches that can be used to preserve your SharePoint farm if it becomes affected by a catastrophic event The majority of this book introduces you to those methods tools and approaches for backing up and restoring SharePoint After it covers all the crucial technical aspects of preserving SharePoint with the tools Microsoft provides for it it introduces you to the key concepts and activities necessary to develop a disaster recovery plan to implement those technical practices   **Easy Web Page Creation** Mary Millhollon,Jeff Castrina,2001 Easy Web Page Creation is the ideal Web creation guide for people who want to build their own home pages but don t know where to start The book proves that armed with key facts about Web page mechanics and design concepts people with average computer skills can skillfully build a professional looking Web page with the resources they already have on hand such as Microsoft RM Office 2000 It shows readers with basic computer skills but no prior publishing or design experience how to create a variety of Web pages from simple online community pages on MSN RM to full blown multimedia sites using Microsoft FrontPage RM It also demonstrates how to plan upload and maintain a Web site and it presents a wealth of tips and advice about good Web design practices With Easy Web Page Creation Web site success is within easy reach of anyone from grandparents to Generation X ers and any organization from hobby groups to government offices and small businesses to established enterprises   **Lotus SmartSuite Millennium Edition For Dummies** Michael Meadhra,Jan Weingarten,1998-07-14 Everything you could possibly ever need from word processing and spreadsheet software to database and graphics applications Web publishing tools and even a personal organizer is packed into this top notch integrated suite of computer programs With the powerful array of Lotus programs at your fingertips you won t be lacking anything else to turn your computer into a full service system except of course a copy of Lotus SmartSuite Millennium Edition For Dummies your all in one guide to just about any Lotus computing task you can imagine Lotus SmartSuite Millennium Edition For Dummies helps you manage your day to day workload at home or at the office with step by step coaching clear and concise explanations and fast and friendly tips and techniques for making the power of Lotus SmartSuite work for you Create professional looking letters memos and reports crunch numbers to your heart s content manage and massage huge chunks of data create high quality graphics organize your personal and professional life and

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