

# Tips:

1. Video content performs better than images on most social platforms.

2. Canva is an easy way to create great video content quickly.



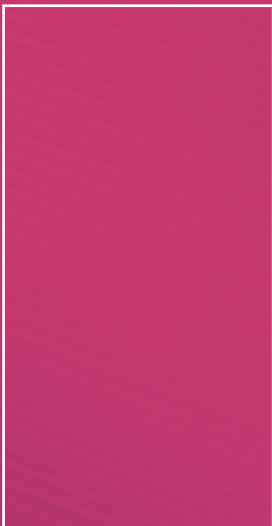
3. Hashtags:

Multiple hashtags are useful on most platforms to expand the reach of your post. But keep it to no more than 2-3 on LinkedIn. Their algorithm may tag it as spam otherwise.

Always remember the time of year:

- #halloween.
- #pumpkin.
- #happyhalloween.
- #spooky.
- #trickortreat.

Plans for the Month:



# October

Mo	Tu	We	Th	Fr	Sa	Su
					1 International Coffee Day 	2 Highlights for the week ahead 
3 World Architecture Day 	4	5 Share a customer testimonial 	6	7 World Smile Day 	8	9 Highlights for the week ahead 
10 World Mental Health Day 	11	12	13 Company News 	14	15	16 Highlights for the week ahead 
17 Meet the team. Post about new employees. 	18	19 International Gin and Tonic Day 	20	21 Share latest & greatest from your suppliers/tech partners 	22	23 Highlights for the week ahead 
24	25 World Pasta Day 	26	27	28 Post about a business event 	29	30 Highlights for the week ahead 
31 Samhain (Halloween) 						

# Doodles:

# callpal

Content Calendar

Guaranteed Irish  
All together better

@callpal1

@call\_pal

@call-pal

@callpalnews