



Agricultural Marketing Template For A Social Media Calendar

I. Monthly Theme

1. Seasonal produce highlights
2. Farm-to-table recipes
3. Sustainable farming practices
4. Customer testimonials
5. New product/service promotions

II. Weekly Posting Schedule

1. Monday: **Motivation Monday**
 - Inspirational agricultural quotes
 - Farmer profiles
2. Tuesday: **Trivia Tuesday**
 - Agricultural facts and trivia
 - Industry news
3. Wednesday: **Wednesday Wisdom**
 - Farming tips and advice
 - Best practices
4. Thursday: **Throwback Thursday**
 - Vintage agricultural photos
 - Historical farming practices
5. Friday: **Feature Friday**
 - Customer showcases
 - Product/service spotlights

III. Content Types

1. **Visual Content (40%):**

- High-quality images
- Infographics
- Videos

2. Educational Content (30%):

- Blog posts
- Articles
- Webinars

3. Promotional Content (20%):

- Special offers
- New product announcements
- Events

4. Engagement Content (10%):

- Polls
- Quizzes
- Surveys

IV. Platforms

1. Facebook
2. Instagram
3. Twitter
4. LinkedIn
5. YouTube

V. Posting Frequency

1. Facebook: 3-4 times/week
2. Instagram: 5-7 times/week
3. Twitter: 5-10 times/week
4. LinkedIn: 2-3 times/week
5. YouTube: 1-2 times/week

VI. Hashtag Strategy

1. Industry-specific hashtags (e.g., #agriculture, #farming)
2. Seasonal hashtags (e.g., #summerharvest)
3. Brand-specific hashtags
4. Location-based hashtags

VII. Tracking and Evaluation

1. Engagement metrics (likes, comments, shares)
2. Website traffic
3. Lead generation
4. Sales conversions
5. Social media analytics tools (e.g., Hootsuite, Sprout Social)

VIII. Content Creation Tools

1. Canva (graphic design)
2. Adobe Creative Cloud (video editing)
3. WordPress (blogging)
4. Hootsuite (social media scheduling)
5. Buffer (social media automation)

IX. Team Responsibilities

1. Content creation
2. Social media scheduling
3. Engagement and monitoring
4. Analytics and reporting

X. Review and Revision

1. Review calendar quarterly
2. Revise content strategy as needed

3. Adjust posting schedule based on engagement metrics

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Speak with an Expert

Sigudhla Johannes (**Agricultural SEO Expert**)

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