

Monthly Social Content Calendar

Independent registered investment advisor · December 2020 · Facebook and LinkedIn

Written and scheduled by Monica Vendituoli for a Communications Strategy Group client

Client anonymized. This is a real calendar I wrote and managed. The firm's name, its employees' names, and its URLs have been replaced with generic placeholders so the sample can be shared publicly. Copy, structure, channel strategy, and hashtags are unchanged.

How the calendar works

Every theme runs as a paired post: a warmer, plainer version for Facebook where the audience is existing clients and their families, and a credential-forward version for LinkedIn where the audience is prospects, centers of influence, and recruiting targets. Hashtags appear on LinkedIn only. Each row carries the destination link and the approved image file so the client's compliance reviewer could sign off on the whole month in one pass.

December 2020

DATE	CHANNEL	THEME	POST COPY
Dec 1 Tue	Facebook	Giving Tuesday	Today is Giving Tuesday! At [Firm], we're proud of our long track record of supporting public and private foundations, charitable trusts and endowments. Learn more: [LINK]
Dec 1 Tue	LinkedIn	Giving Tuesday	It's #GivingTuesday, and we're proud that our clients include public and private foundations, charitable trusts and endowments that make a difference in the world. Find out more about how we support philanthropic clients. #financialadvisor #fiduciary #wealthmanagement
Dec 3 Thu	Facebook	Virtual event promotion	Our next virtual [Event Series] event is on December 10. Join us to reconnect with your own purpose and passion! Register now: [LINK]
Dec 3 Thu	LinkedIn	Virtual event promotion	It's time to reconnect with your own purpose and passion. Join us for our next virtual [Event Series] event, December 10. Register now! #womenleaders #womensempowerment
Dec 9 Wed	LinkedIn	Event — day before	Our next virtual [Event Series] event is tomorrow! Join us to reconnect with your journey to a more meaningful life! Register now: [LINK] #womenleaders #womensempowerment
Dec 14 Mon	Facebook	Philanthropic services	We're pleased to serve a number of philanthropies in a fiduciary capacity, designing and managing portfolios that focus on their unique needs. Find out how we can serve you, too. [LINK]

DATE	CHANNEL	THEME	POST COPY
Dec 14 Mon	LinkedIn	Philanthropic services	At [Firm], we're proud to serve our philanthropic clients in a fiduciary capacity. We design and manage portfolios that focus on their unique needs. Learn more: [LINK] #financialadvisor #fiduciary #wealthmanagement
Dec 16 Wed	Facebook	Team credential milestone	ICYMI: [Firm]'s team now includes 30 Certified Financial Planner (CFP®) professionals! Our Associate Financial Advisor [Advisor] recently earned her certification by meeting rigorous education and experience requirements. Learn more [LINK]
Dec 16 Wed	LinkedIn	Team credential milestone	ICYMI: Associate Financial Advisor [Advisor] recently earned her Certified Financial Planner (CFP®) certification, meeting rigorous education and experience requirements. [Firm]'s team now includes 30 CFP® professionals! #financialplanning #financialinvestment #wealthmanagement
Dec 22 Tue	Facebook	Year-end recognition	We're grateful for the many recognitions [Firm] received in 2020 from [Regional Business Journal], the Financial Times, and other organizations. Learn more: [LINK]
Dec 22 Tue	LinkedIn	Year-end recognition	We're proud to have received significant industry recognition in 2020 from organizations like [Regional Business Journal], the Financial Times, and others. Find out more: [LINK] #retirementsavings #assetmanagement #financialplanning
Dec 23 Wed	Facebook	Holiday message	To you and your family from all of us at [Firm], we send you the warmest wishes for happy, safe and healthy holidays! Connect with us [LINK]
Dec 23 Wed	LinkedIn	Holiday message	From all of us at [Firm] to you and your family, we send our warmest wishes for happy, safe and healthy holidays! Connect with us [LINK] #holidaywishes #happyholidays

What the calendar tracked

Beyond the copy itself, each row in the working file carried the destination URL, the approved image filename, a scheduled/not-scheduled flag, and a promotion note — so a single document served as the writing brief, the compliance submission, and the publishing checklist.