

**TACVB Marketing Symposium**  
**“Social Media for PR” Workshop**

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Crafting a Social Media Calendar

In order to craft a successful social media calendar, you need to answer these questions:

1. What social media profiles are we active on?
2. What are my core brand messages about my destination?
3. What are my call-to-actions?

**MY SOCIAL MEDIA PROFILES ARE:**

**MY DESTINATION BRAND PILLARS ARE:**

**WHEN PEOPLE ENGAGE WITH MY CONTENT, I WANT THEM TO...**