



# SOCIAL CONTENT CALENDAR

Earn more shares by planning the best content  
for each month, backed by research.



# METHODOLOGY

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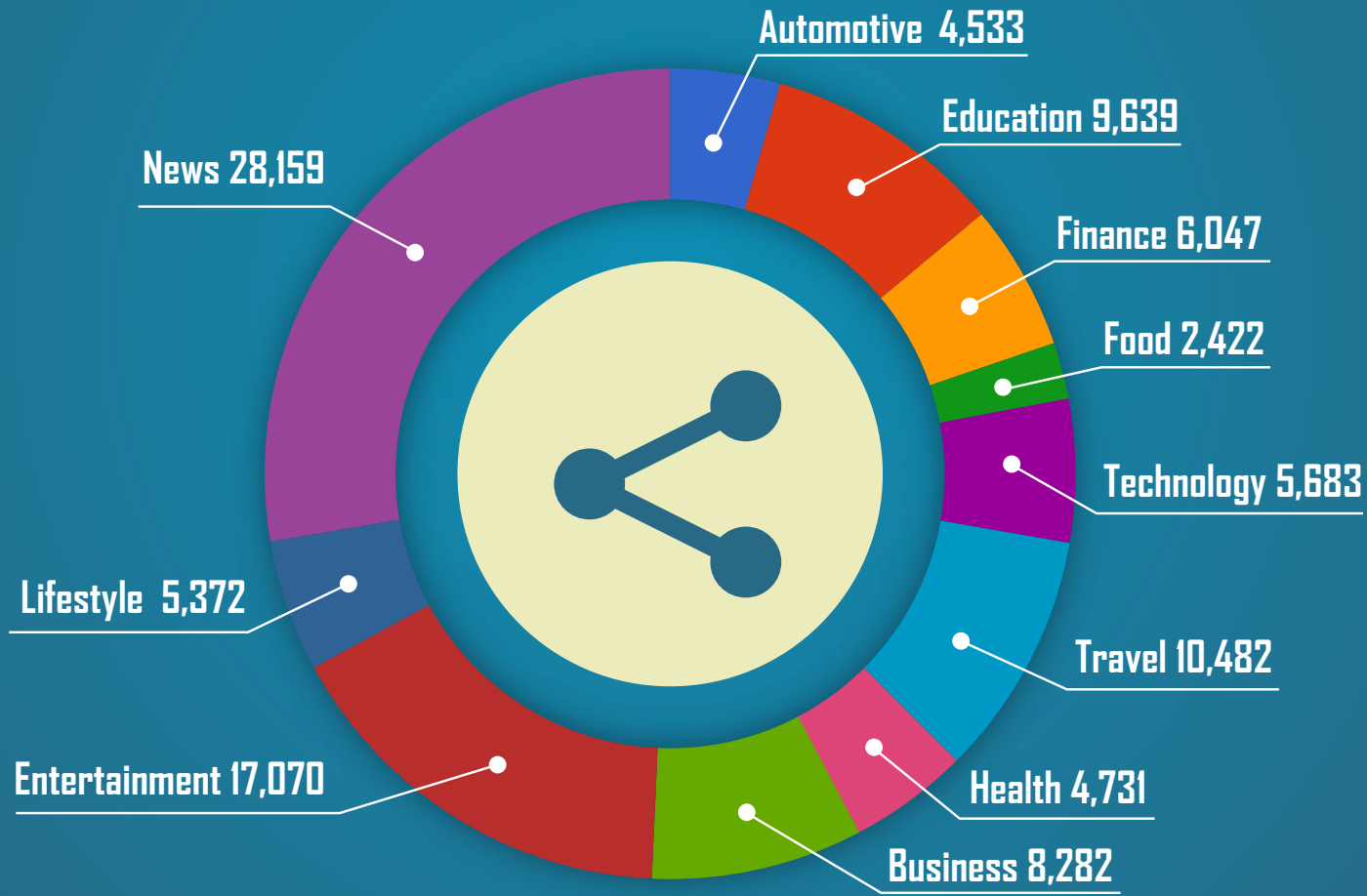
Using **BuzzSumo**, we analyzed **220,000** pieces of content from high- and low-engagement verticals from



to understand which formats earn the most shares.

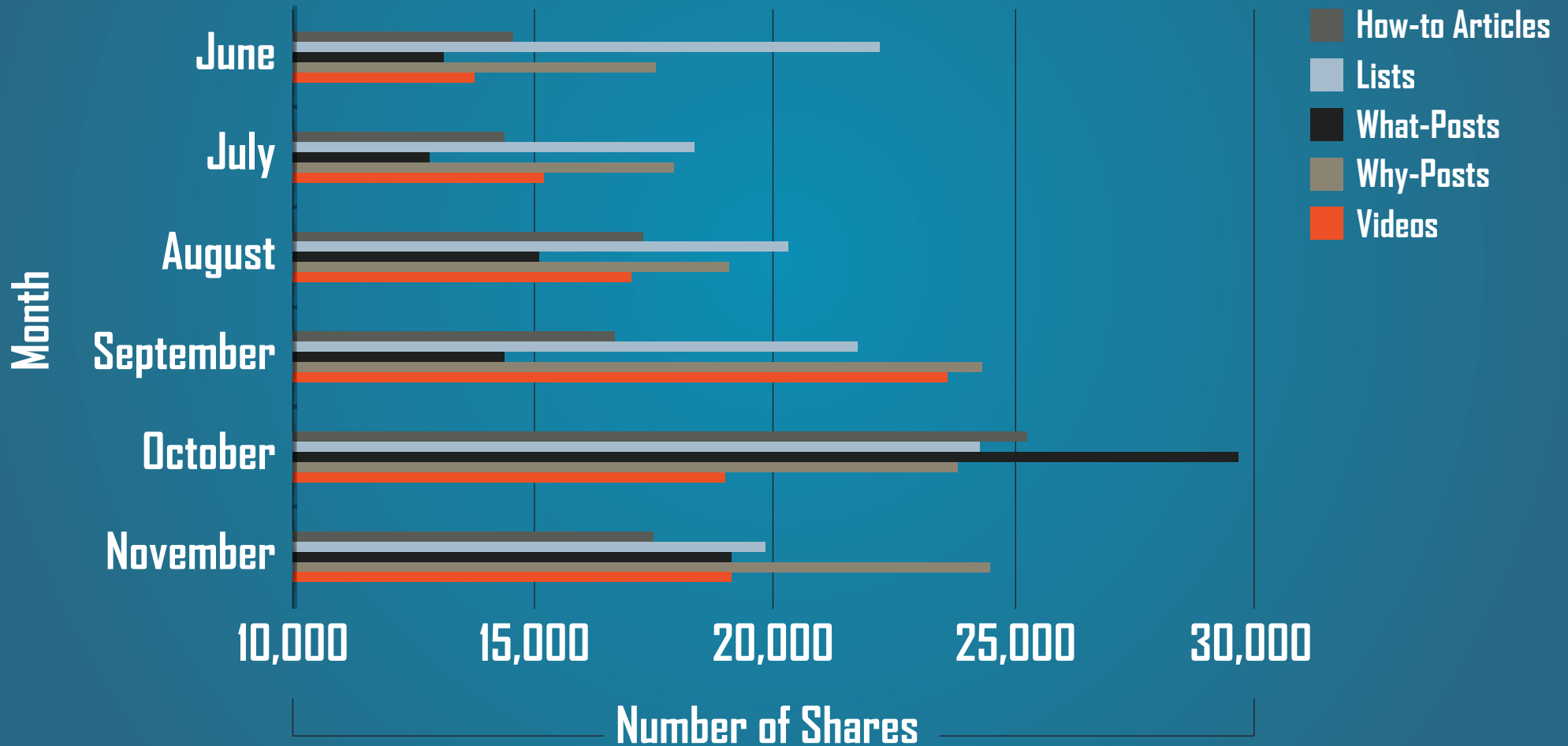
Average social shares do not fluctuate wildly within a given vertical. With the exception of health, lifestyle, and travel, shares deviated less than 10% in each vertical per month.

# Average shares per month



Shares of specific content types can vary considerably month to month. What-posts are particularly volatile they fluctuated the most during our six-month study period.

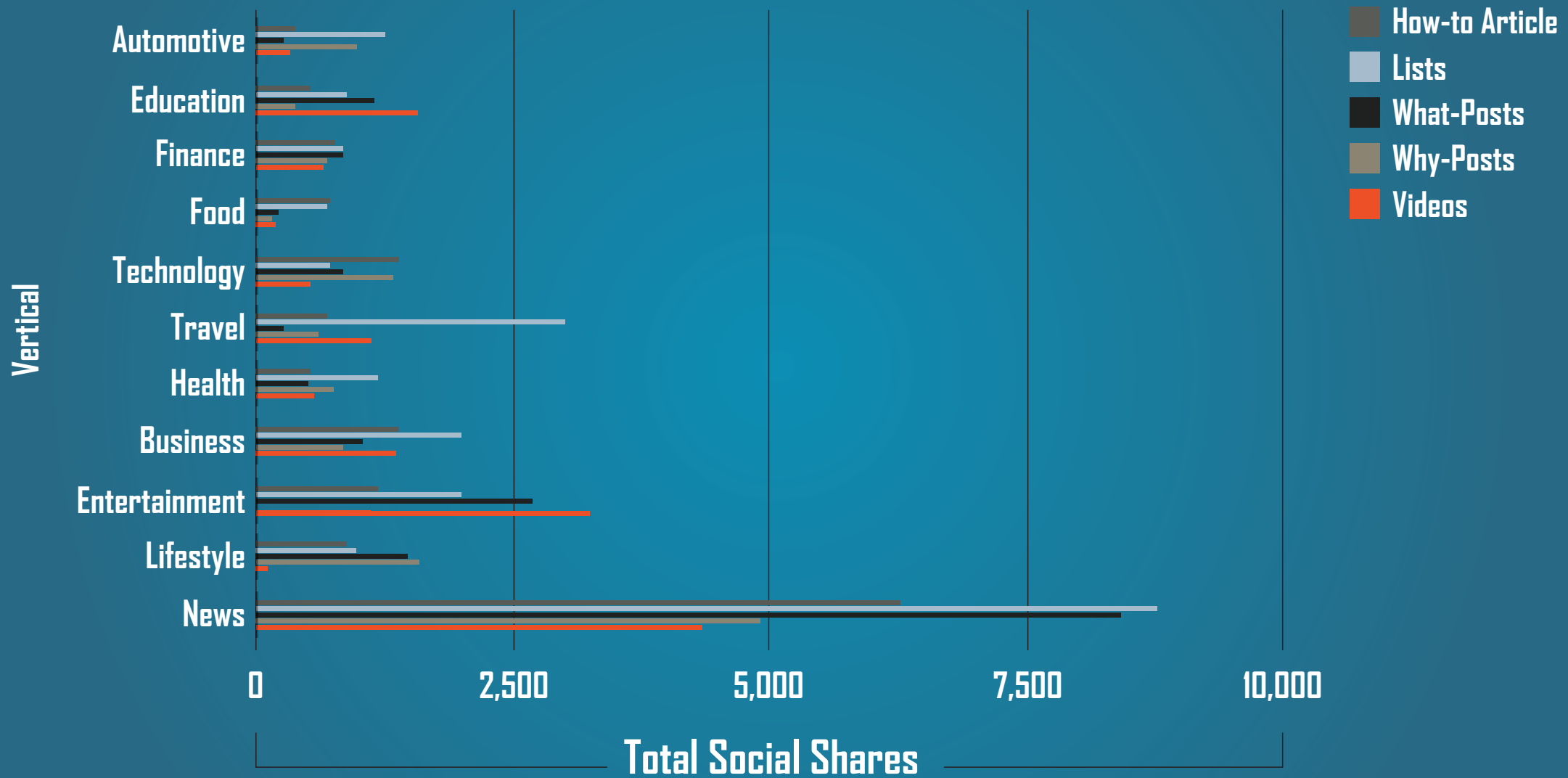
# All Content Types – Shares/Month



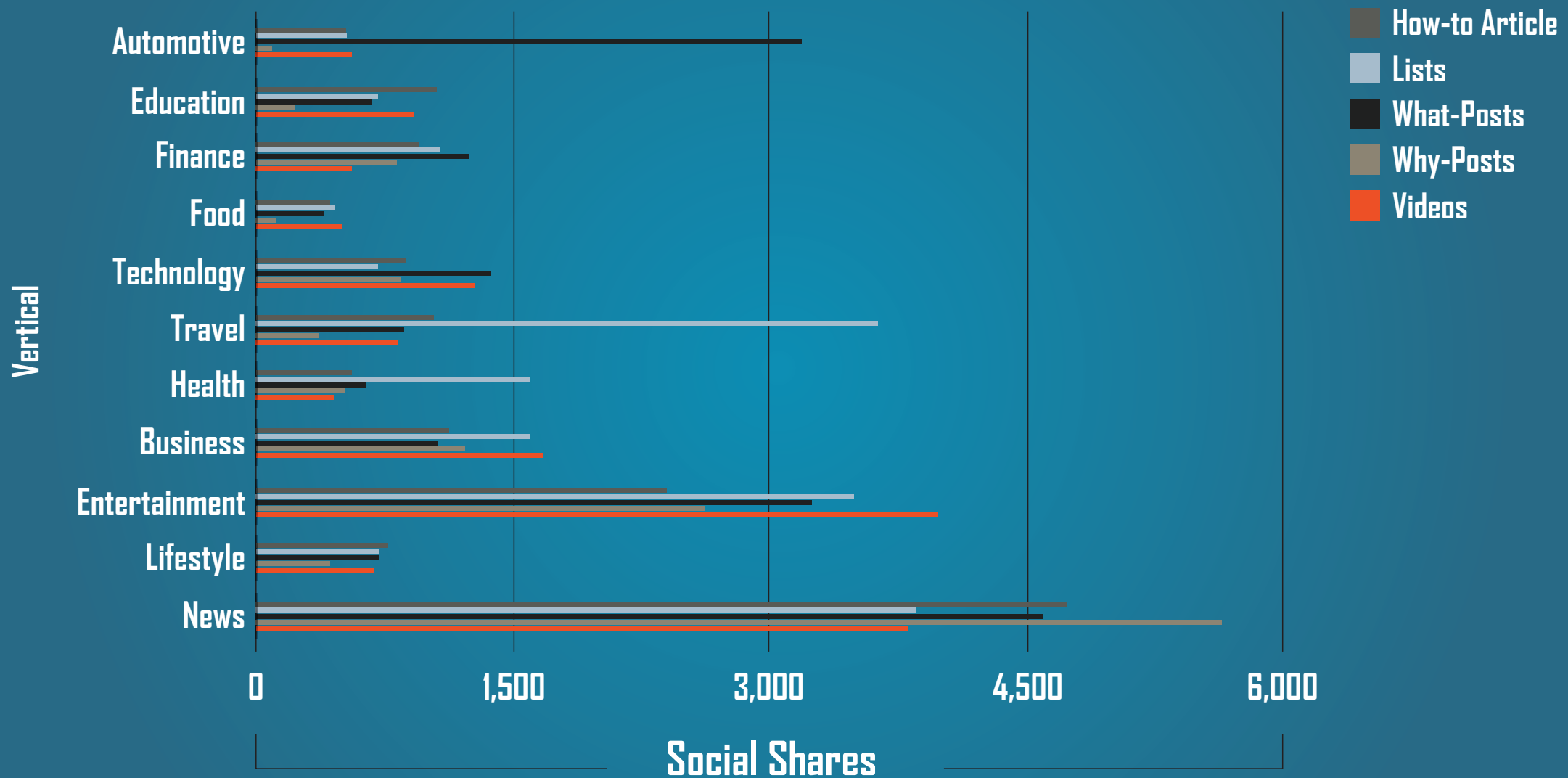


Now look at the **month-by-month**  
view of every content type in **every vertical** to help you  
**plan your content calendar.**

# JUNE 2014

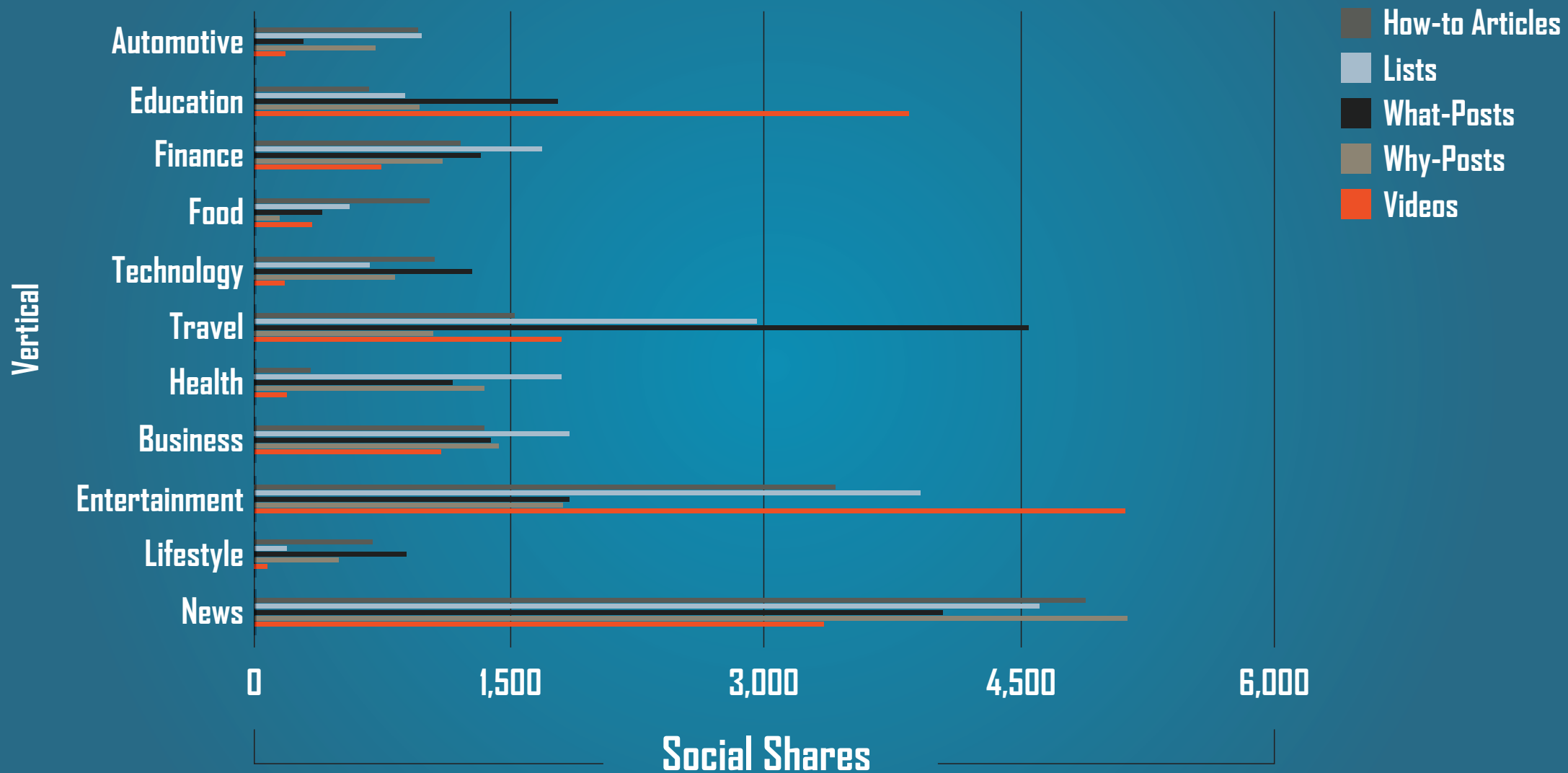


# JULY 2014

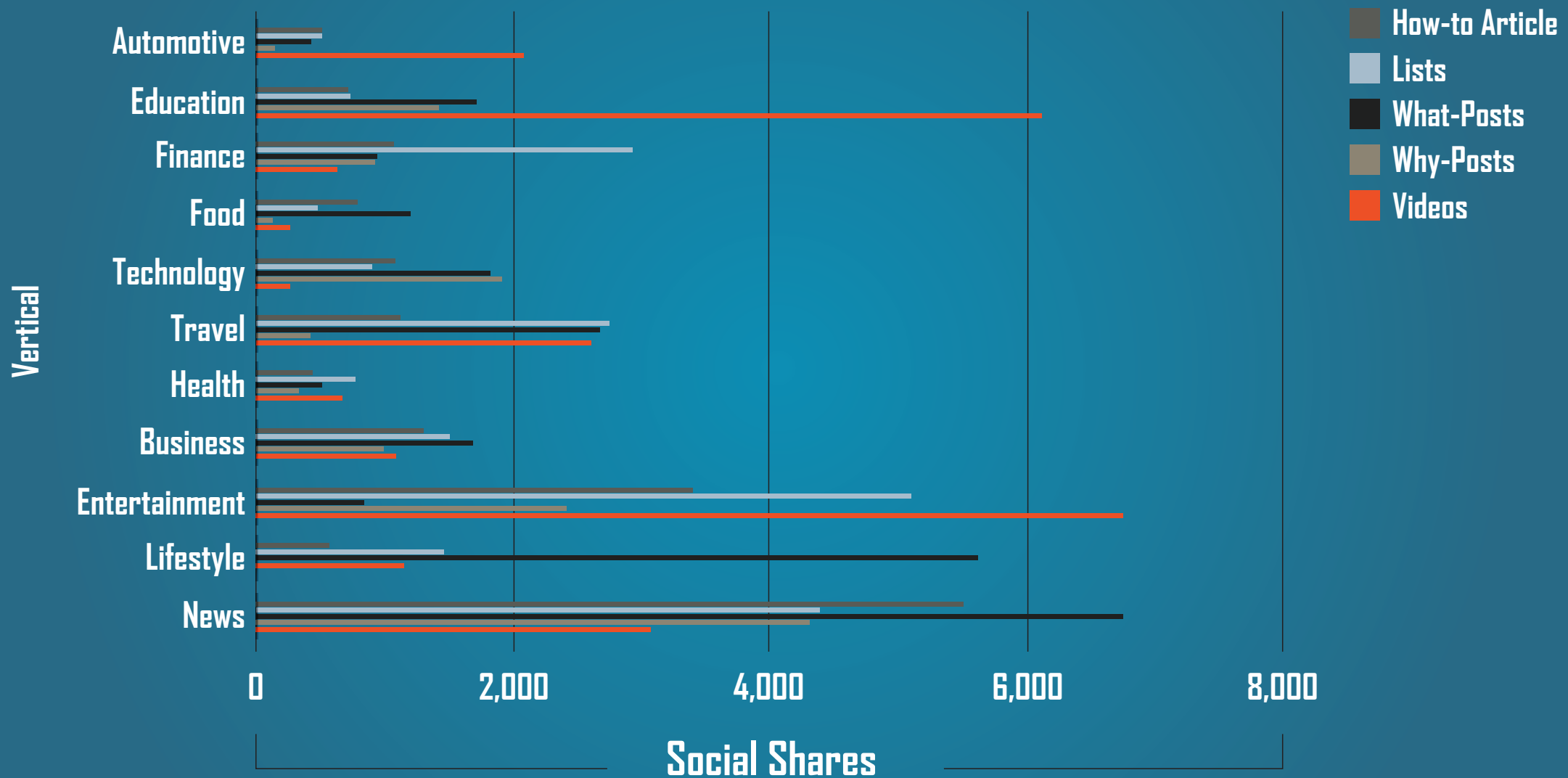




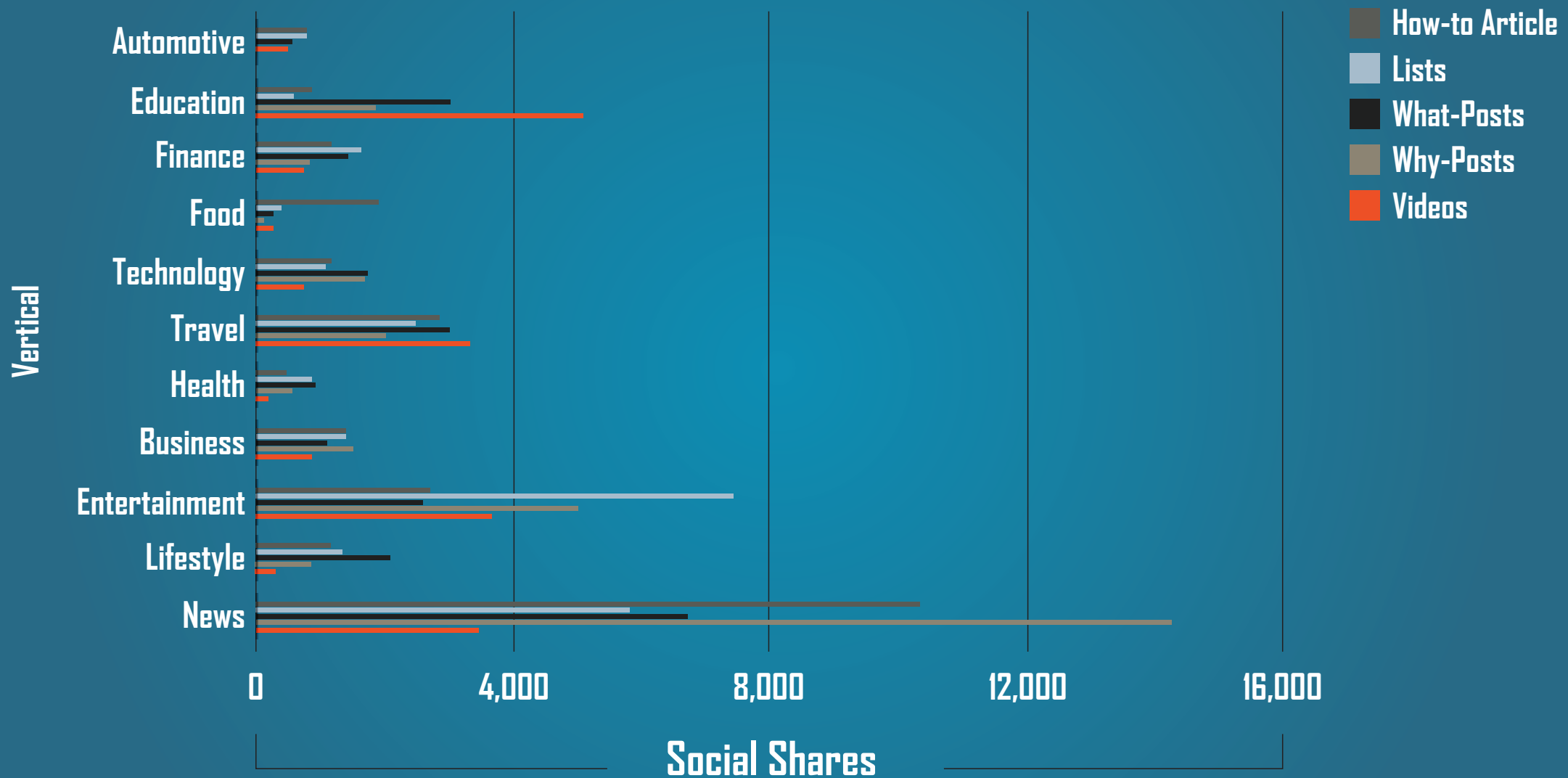
# AUGUST 2014



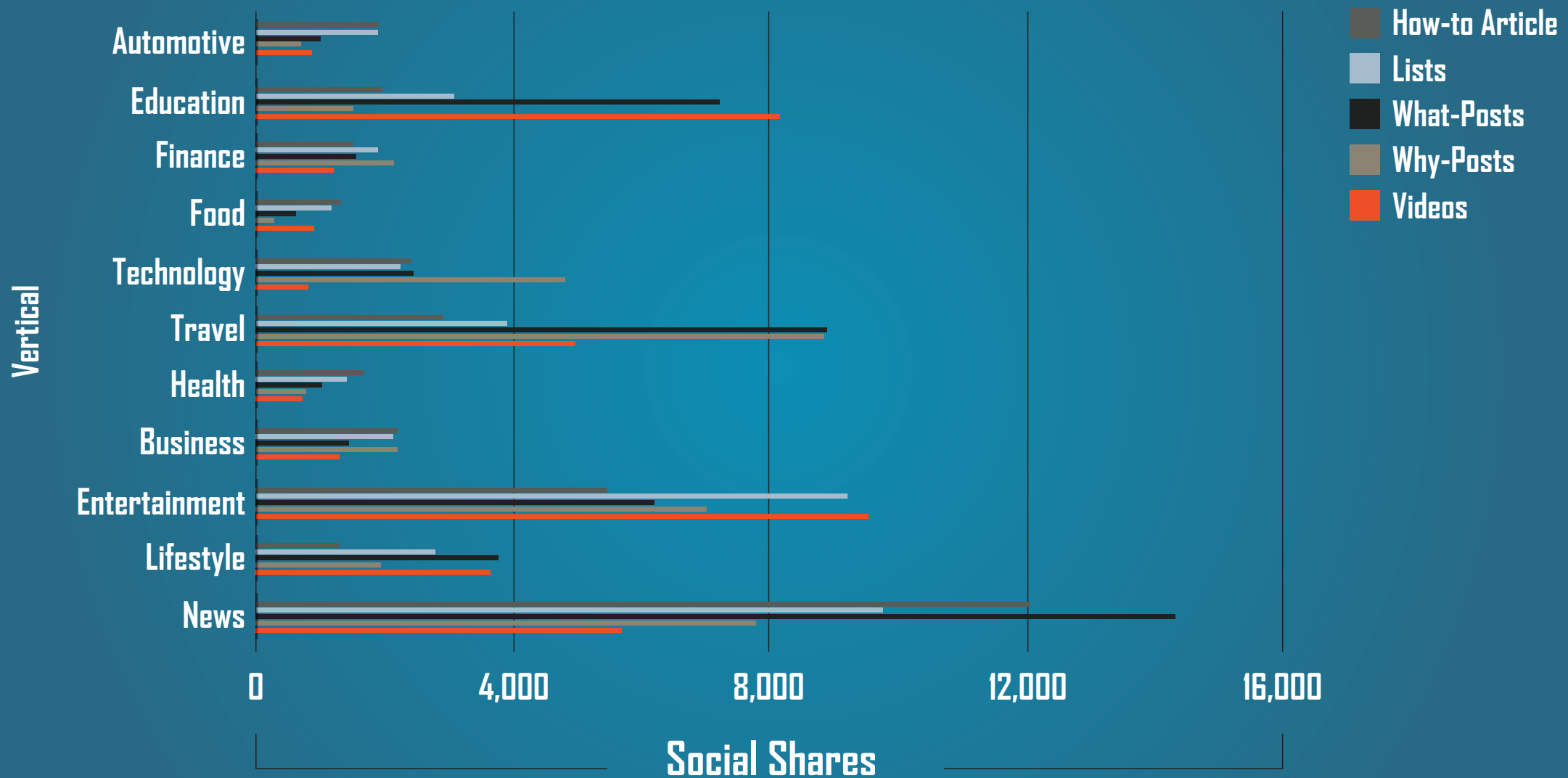
# SEPTEMBER 2014



# OCTOBER 2014



# NOVEMBER 2014



Want to **optimize** your content planning even more?

Take a look at these **resources** for earning more

**social traction** from your content:

 Publisher Engagement Analysis

 Viral Emotions Research

 Content Sharing and Identity