



ACTIVITY 13

CREATING CONTENT CALENDAR USING ASANA



This activity equips you with the knowledge to create a dynamic and efficient social media calendar for your clients. Imagine you're a VA managing social media for a rising fashion brand. You currently rely on a spreadsheet to plan their social media calendar, juggling a mix of content like product launches, styling tips, and behind-the-scenes glimpses across various platforms (Instagram, Facebook, Twitter).

Your Task:

- Let's leverage Asana's functionalities to create a stellar social media calendar for the fashion brand. Here's what you'll do:
- Head over to Asana and register for a free account. Familiarize yourself with the interface and explore the features available.
- Get ready to build your masterpiece! Create a dedicated project in Asana specifically for the fashion brand's social media calendar.
- Utilize Asana's list view to organize your content. Each list item will represent a specific social media post.
- For each list item (social media post), utilize subtasks to break down the content creation process.
- Be creative and utilize other Asana features in making your social media calendar useful and organized.



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Sharing Your Social Media Calendar:

Once you've constructed your Asana social media calendar, take a screenshot to capture your work. Be prepared to share the following details:

- Overall Structure: Briefly describe how you organized your calendar using lists, subtasks, and custom fields.
- Content Categorization: Explain how you differentiated between content types within your calendar.
- Platform Scheduling: Describe your approach to scheduling posts across different social media platforms.
- Additional Touches: Did you implement any visual elements (color coding, tags) to enhance your calendar? If so, explain your choices.



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