



April 2015 Twitter Calendar

# APRIL 2015 TWITTER CALENDAR

## ► Week of April 1<sup>st</sup>-5<sup>th</sup>

Date	Apr. 1	Apr. 3
Content	At @MarinMktg we're fans of @Forbes, but bigger fans of ORBS	Random Ideas: Why are there Motherships but never Fatherships

## ► Week of April 1<sup>st</sup>-5<sup>th</sup>

Date	Apr. 7	Apr. 9
Content	Fun fact: the Los Angeles @Lakers are worth \$2.6 billion in 2015. The Knicks are 2nd place, worth \$2.5 billion #lakers #nba	Fun fact: the Toronto @Raptors franchise is estimated at \$920 million, with a revenue of \$151million in 2014 #raptors #nba

# APRIL 2015 TWITTER CALENDAR

## ► Week of April 13<sup>th</sup>-19<sup>th</sup>

Date	Apr. 14	Apr. 15	Apr. 16	Apr. 17	Apr. 18
Content	5 Big things marketers need to know from Facebook's Developer Conference...via @Adweek <a href="http://www.adweek.com/news/technology/5-big-things-marketers-need-know-facebooks-developer-conference-163677">http://www.adweek.com/news/technology/5-big-things-marketers-need-know-facebooks-developer-conference-163677</a> #marketing #tips #socialmedia	With the closing of Target & Future Shop, plazas headed for 'challenging' times <a href="http://globalnews.ca/news/1911975/some-canadian-malls-plazas-headed-for-challenging-times/">http://globalnews.ca/news/1911975/some-canadian-malls-plazas-headed-for-challenging-times/</a> via @globalnews	#TO2015 encourage youth to create murals to welcome athletes for 2015 Pan Am Games via @globalnews <a href="http://globalnews.ca/news/1911870/youth-create-murals-to-welcome-athletes-for-2015-pan-am-games/">http://globalnews.ca/news/1911870/youth-create-murals-to-welcome-athletes-for-2015-pan-am-games/</a> #Toronto #PanAm	Meerkating is the new Twitter sensation for brand marketers to engage with audiences...via @Adweek <a href="http://www.adweek.com/news/technology/4-ways-brands-are-already-using-twitters-periscope-app-163729">http://www.adweek.com/news/technology/4-ways-brands-are-already-using-twitters-periscope-app-163729</a>	Elon Musk announces April launch of a mystery line - but it's NOT a car. <a href="http://www.dailymail.co.uk/sciencetech/article-3018755/What-Tesla-s-major-new-product-Elon-Musk-announces-April-launch-mystery-line-says-NOT-car.html">http://www.dailymail.co.uk/sciencetech/article-3018755/What-Tesla-s-major-new-product-Elon-Musk-announces-April-launch-mystery-line-says-NOT-car.html</a> #TeslaNewProductGuesses @MailOnline

# APRIL 2015 TWITTER CALENDAR

## ► Week of April 20<sup>th</sup>-25<sup>th</sup>

Date	Apr. 20	Apr.21	Apr. 22	Apr. 23	Apr. 24
Content	4 Must Have Tools for Marketing Today...via @Adweek <a href="http://www.adweek.com/news/technology/meerkats-user-growth-explodes-here-are-4-tools-marketers-want-asap-163676">http://www.adweek.com/news/technology/meerkats-user-growth-explodes-here-are-4-tools-marketers-want-asap-163676</a>	Toronto is taking advice from Vancouver to make this year's Pan Am/Parapan Games a success via @globeandmail <a href="http://www.theglobeandmail.com/news/toronto/vancouver-shares-olympic-lessons-with-toronto-ahead-of-pan-am-games/article23678210/#TO2015">http://www.theglobeandmail.com/news/toronto/vancouver-shares-olympic-lessons-with-toronto-ahead-of-pan-am-games/article23678210/</a> #TO2015 #PanAm	Learn about why most product launches fail & how you can succeed in yours <a href="https://hbr.org/2011/04/why-most-product-launches-fail">https://hbr.org/2011/04/why-most-product-launches-fail</a> via @HarvardBiz #productlaunch #whatnottodo	Ontario Tourism invades Instagram in support of the @TO2015 Pan Am/Parapan Games <a href="http://www.marketingmag.ca/advertising/ontario-tourism-invades-instagram-141682">http://www.marketingmag.ca/advertising/ontario-tourism-invades-instagram-141682</a>	Check out these tips on how to grow your business while staying focused on your company values <a href="http://www.forbes.com/sites/williamcraig/2015/03/27/how-to-stay-focused-on-your-values-while-growing-a-business/">http://www.forbes.com/sites/williamcraig/2015/03/27/how-to-stay-focused-on-your-values-while-growing-a-business/</a> via @Forbes #business #values #tipoftheday

# APRIL 2015 TWITTER CALENDAR

## ► Week of April 26<sup>th</sup>-30<sup>th</sup>

Date	Apr. 26	Apr. 27	Apr. 28	Apr. 29	Apr. 30
Content	New Toronto Raptors Logo: Love it or Hate it? Via @BladeBranding <a href="http://www.bladecreativebranding.com/blog/index.php/2014/12/19/new-toronto-raptors-logo-revealed/">http://www.bladecreativebranding.com/blog/index.php/2014/12/19/new-toronto-raptors-logo-revealed/</a>	@iacquire has your list of the top 15 Must-Attend Marketing Conferences <a href="http://www.iacquire.com/blog/15-must-attend-marketing-conferences-in-2015">http://www.iacquire.com/blog/15-must-attend-marketing-conferences-in-2015</a> #marketing	Toronto is gearing up to host North America's first @Youtube's FanFest happening on May 2nd. <a href="http://ow.ly/L2sNK">@globalnews</a>	Toronto will be hosting the 93rd Marketing Awards, don't miss your chance to attend buy your tickets now <a href="http://ow.ly/L2tax">http://ow.ly/L2tax</a> #marketing	Learn about the dangers of slashing advertising budgets and how it can lead to the loss of sales and missed opportunities <a href="http://www.marketingmag.ca/brands/why-marketers-should-push-forward-not-pull-back-140255">http://www.marketingmag.ca/brands/why-marketers-should-push-forward-not-pull-back-140255</a>