



Sample Twitter Editorial Calendar			
Date	Twitter	Character Count Max: 140	Additional Content
6-Oct	Kitchen composting tip: keep your container on the counter near the sink - make it easy to compost! #greentips	110	
7-Oct	Love to see fellow @WasteManagement employees making a difference! #inspired	76	http://thinkinggreen.wm.com/web/wmblog/home/-/blogs/waste-management-hero-driver-visits-the-white-house
8-Oct	Fancy carbon-filtered cannister? Spare pitcher? Extra tupperware container? What's your kitchen compost container?	114	
9-Oct	Pizza boxes, food scraps and food soiled paper should go in your curbside compost cart - just ask the dancing banana.	117	https://www.youtube.com/watch?v=1MqlstoAtO0
10-Oct	Food isn't garbage - see what happens to everything from greasy pizza boxes to banana peels with our friends @cgcompost	119	https://www.youtube.com/watch?v=Dfk8m0QulLo&list=UUxfMbSO1ASOECHZtV_yJEYw&index=31&feature=plcp
13-Oct	Stinky kitchen compost container? Try sprinkling some baking soda or vinegar in your container. #KitchenTips	108	
14-Oct	Fueled by waste - Landfill powers seattle homes #GreenTech	58	http://thinkinggreen.wm.com/web/wmblog/home/-/blogs/landfill-powers-thousands-of-seattle-homes
15-Oct	Even ugly fruit deserves a home - Inglorious Fruits and Vegetables	66	https://www.youtube.com/watch?v=p2nSECWq_PE

16-Oct	Beagle-powered lost and found!	30	http://www.huffingtonpost.com/2014/09/23/klm-lost-and-found-dog-beagle-video_n_5870144.html?utm_hp_ref=green
17-Oct	Why do greasy pizza boxes and food soiled paper need to be composted instead of recycled? Find out here:	104	https://livegreen.recyclebank.com/because-you-asked-why-can-t-i-recycle-stuff-with-food-on-it
20-Oct	Commit to a more sustainable home - take the Foodcycling pledge!	64	http://wmfoodcycling.com/
21-Oct	Recycling Fact: Every year @WasteManagement recycles enough paper, glass, plastic and metal to fill 133,000 Boeing 737 planes.	126	
22-Oct	Coming soon: Jets powered with biofuels. Via @consumerist	57	http://consumerist.com/2014/09/24/southwest-to-start-flying-some-planes-with-biofuels-made-from-forest-waste-as-early-as-2016/
23-Oct	What to do with grill ashes? Find out with @recyclebank	55	https://livegreen.recyclebank.com/because-you-asked-how-should-i-get-rid-of-grill-ashes
24-Oct	One week until Halloween! Check out these DIY decorating tips from @CAGW	72	http://craftingagreenworld.com/2014/09/25/diy-halloween-decorations/
27-Oct	Do you compost food scraps in your curbside compost bin? Retweet if you're a Foodcycler!	88	

28-Oct	What to do with meat and bones? They're compostable! Keep them out of the landfill by putting them in your curbside compost bin.	128	
29-Oct	This video has taught 2.3 million people (and counting) how to reduce paper towel waste. More fun than you'd think!	115	http://www.ted.com/talks/joe_smith_how_to_use_a_paper_towel?language=en#t-226754
30-Oct	60% of what we throw away isn't garbage - it can be recycled or composted. Learn what goes where on our website.	113	http://wmnorthwest.com/
31-Oct	Last minute Halloween inspiration - check out these amazing recycled costumes!	78	http://www.goodhousekeeping.com/holidays/halloween-ideas/recycled-halloween-costume-470708#slide-1