

# Social Media Content Planner - Schedule of Posts

Month:

Platform:

Goal:

		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Week 1</b>	Topic:							
	Format:							
	Call to Action:							
	Budget:							
<b>Week 2</b>	Topic:							
	Format:							
	Call to Action:							
	Budget:							
<b>Week 3</b>	Topic:							
	Format:							
	Call to Action:							
	Budget:							
<b>Week 4</b>	Topic:							
	Format:							
	Call to Action:							
	Budget:							

Instructions:

Platform = Facebook / Instagram / Pinterest / LinkedIn etc  
 Topic = What the post will be about eg "Check out our new product range", "Learn more about what we do"  
 Format = Video / Photo / Infographic / Text  
 Call to Action = What the viewer / customer should do - eg Call, Follow, Visit Website, Buy Now  
 Budget = Amount of money to spend boosting the post - can be zero  
 If less than 7 posts per week, leave the days with no posts blank in the table.

