Social Media Content Planner

Plan consistent, purposeful posts that serve your audience.

Set your direction

Month / campaign:

_____

Main business objective:

_____

Audience I want to reach:

_____

Key message or offer:

_____

Content plan

Publish date	Platform	Topic / format	Call to action
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Content mix checklist

- [ ] Educational tip or how-to
- [ ] Behind-the-scenes or business story
- [ ] Customer question or FAQ
- [ ] Product or service spotlight
- [ ] Community connection or local update
- [ ] Customer testimonial (with permission)

Review your results

Which post created useful conversations?

_____

What should I repeat or improve next month?

_____

Only share customer content or testimonials with appropriate permission.