

Social Media Content Calendar Template

Use this template to plan and organize your social media content across platforms.

Monthly Planning Framework

Plan your content themes, campaigns, and key dates for the month ahead.

Week 1: [Theme/Focus]

Monday:

Platform: [Facebook/Instagram/LinkedIn]

Content Type: [Post/Story/Video]

Topic: [Brief description]

CTA: [Call to action]

Hashtags: [Relevant hashtags]

Scheduled Time: [Best posting time]

Tuesday:

[Repeat format]

Wednesday:

[Repeat format]

Content Mix Guidelines

- Educational content: 40% (tips, how-tos, industry insights)
- Promotional content: 20% (products, services, offers)
- Engaging content: 30% (questions, polls, user-generated content)
- Company culture: 10% (behind-the-scenes, team highlights)

Platform-Specific Best Practices

Facebook:

- Post 1-2 times daily
- Best times: Tue-Thu 1-3pm
- Use images, videos, and links
- Encourage comments and shares

Instagram:

- Post 1-2 times daily + Stories
- Best times: Mon-Fri 11am-1pm
- High-quality visuals essential
- Use 5-10 relevant hashtags

LinkedIn:

- Post 2-5 times per week
- Best times: Tue-Wed 9am-12pm
- Professional, thought-leadership content
- Engage with industry discussions

Content Batching Tips

- Create content in batches (weekly or monthly)
- Use scheduling tools to automate posting
- Repurpose content across platforms
- Leave room for real-time, trending topics
- Review analytics weekly to optimize strategy