

## 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

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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