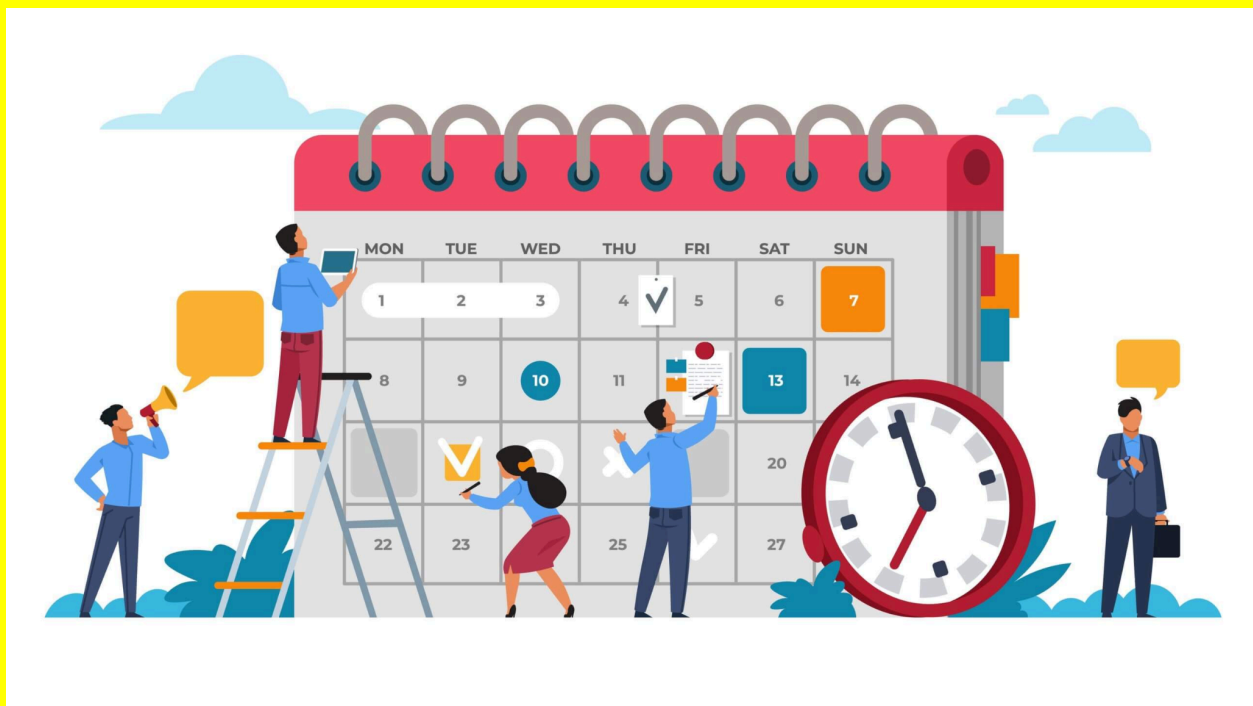




**Social media content calendar – Evi Okpako**

## **Social Media Content Calendar Checklist**

**A step-by-step guide to creating a social media calendar to plan and organize your content marketing.**



Here is a simple checklist to make sure you plan your content calendar all by yourself.

Things to put into consideration when creating a content calendar include:

☐ **Content Themes,Topics, and pillars**

- Identify overarching themes, topics, and pillars for your content.
- Align themes with your brand's messaging and goals.

☐ **Posting Schedule**

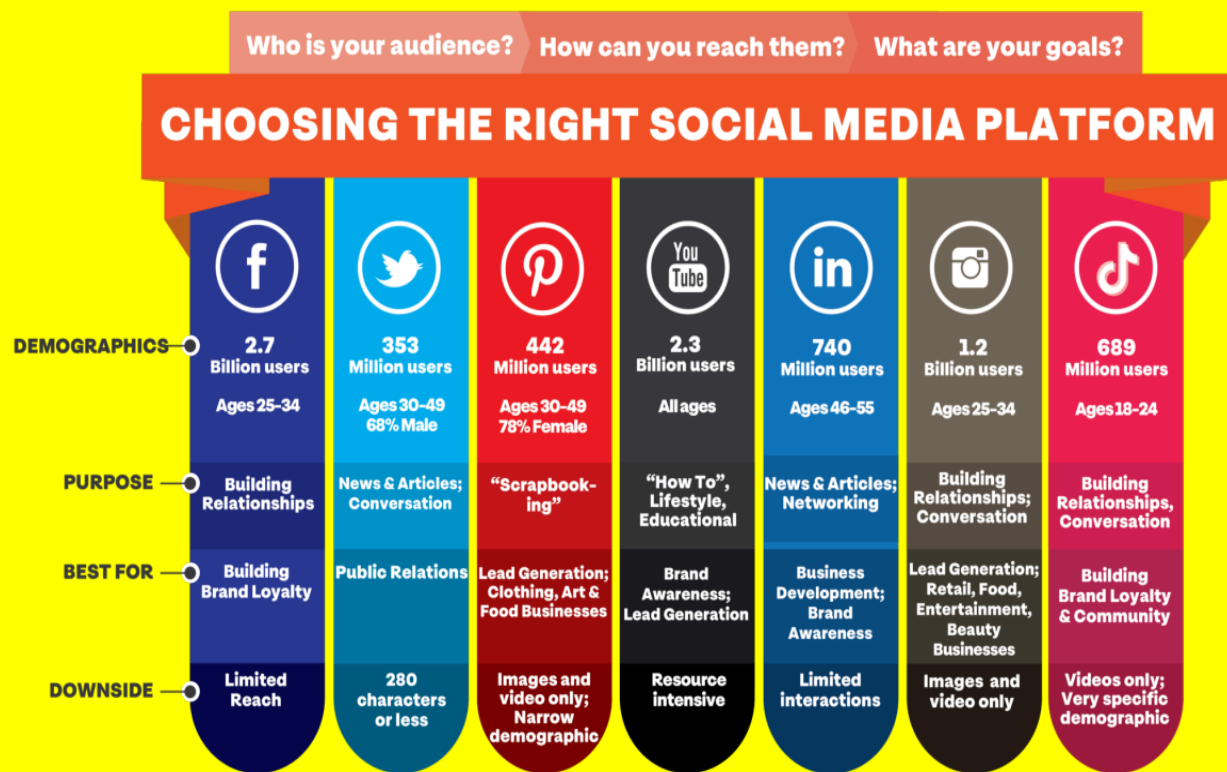
- Determine the days and times for posting on each social media platform.
- Consider peak engagement times for your audience.

☐ **Content Formats**

- Decide on the types of content to create, such as images, videos, blog posts, etc.
- Ensure content formats are suitable for each platform.

☐ **Platform to distribute content**

- Tailor content for each platform's audience preferences and features.
- Optimize content dimensions and formats for different platforms.



### ☐ Content Creation Deadlines

- Set deadlines for content creation, review, and finalization.
- Allocate time for revisions and approvals.

Now let's take a practical example by creating a 5 weeks content calendar for a healthcare industry.

**Content Theme:** Wellness and Self-Care

### **Content Topics:**

1. Nutrition Tips
2. Mental Health Awareness

3. Fitness Routines
4. Stress Management Techniques
5. Self-Care Practices
6. Mindfulness and Meditation
7. Healthy Recipes
8. Beauty and Skincare Tips

### **Content Pillars:**

1. Nutrition: Providing valuable insights and advice on maintaining a balanced and nutritious diet to support overall well-being.
2. Fitness: Sharing workout routines, exercise tips, and motivational content to encourage physical activity and fitness goals.
3. Mental Health: Raising awareness about mental health issues, offering coping strategies, and promoting self-care practices for emotional well-being.
4. Self-Care: Highlighting the importance of self-care rituals, relaxation techniques, and mindfulness practices for holistic wellness.
5. Wellness Lifestyle: Inspiring followers to adopt a healthy and holistic lifestyle through wellness-focused content, including beauty, skincare, and healthy living tips.

### **Week 1:**

#### **Topic: Nutrition Tips**

- ★ Monday, 07:am: Share a quick and easy breakfast recipe packed with nutrients.

- ★ Wednesday, 07:am: Post a series of tips for incorporating more fruits and vegetables into your daily diet.
- ★ Friday, 12:00pm: Host a live cooking demo featuring a healthy lunch idea.

## **Week 2:**

### **Topic: Fitness Routines**

- ★ Monday, 7am: Share a beginner-friendly workout routine that can be done at home.
- ★ Wednesday, 7am: Post about the benefits of strength training for overall fitness and muscle health.
- ★ Friday, 12pm: Share a motivational quote to encourage followers to stay active and committed to their fitness goals.

## **Week 3:**

### **Topic: Mental Health Awareness**

- ★ Monday, 7am: Share a personal story or testimonial about overcoming mental health challenges.
- ★ Wednesday, 7am: Post tips for managing stress and anxiety through mindfulness practices.
- ★ Friday, 12pm: Share resources and helplines for those seeking mental health support.

## **Week 4:**

### **Topic: Self-Care Practices**

- ★ Monday, 7am: Share a self-care checklist for creating a relaxing and rejuvenating evening routine.

- ★ Wednesday, 7am: Post about the benefits of practicing gratitude and self-love for mental and emotional well-being.
- ★ Friday, 12pm: Host a self-care challenge encouraging followers to prioritize self-care activities for the weekend.

## **Week 5:**

### **Topic: Wellness Lifestyle**

- ★ Monday, 7am: Share skincare tips for achieving a natural glow and radiant complexion.
- ★ Wednesday, 7am: Post about the importance of staying hydrated and drinking enough water for overall health.
- ★ Friday, 12pm: Share a roundup of wellness products and recommendations from the brand's community of followers.

### **Bonus Tips:**

- Use visually appealing graphics, photos, and videos to enhance the engagement and appeal of your social media posts.
- Encourage user-generated content by asking followers to share their own wellness tips, routines, and success stories.

