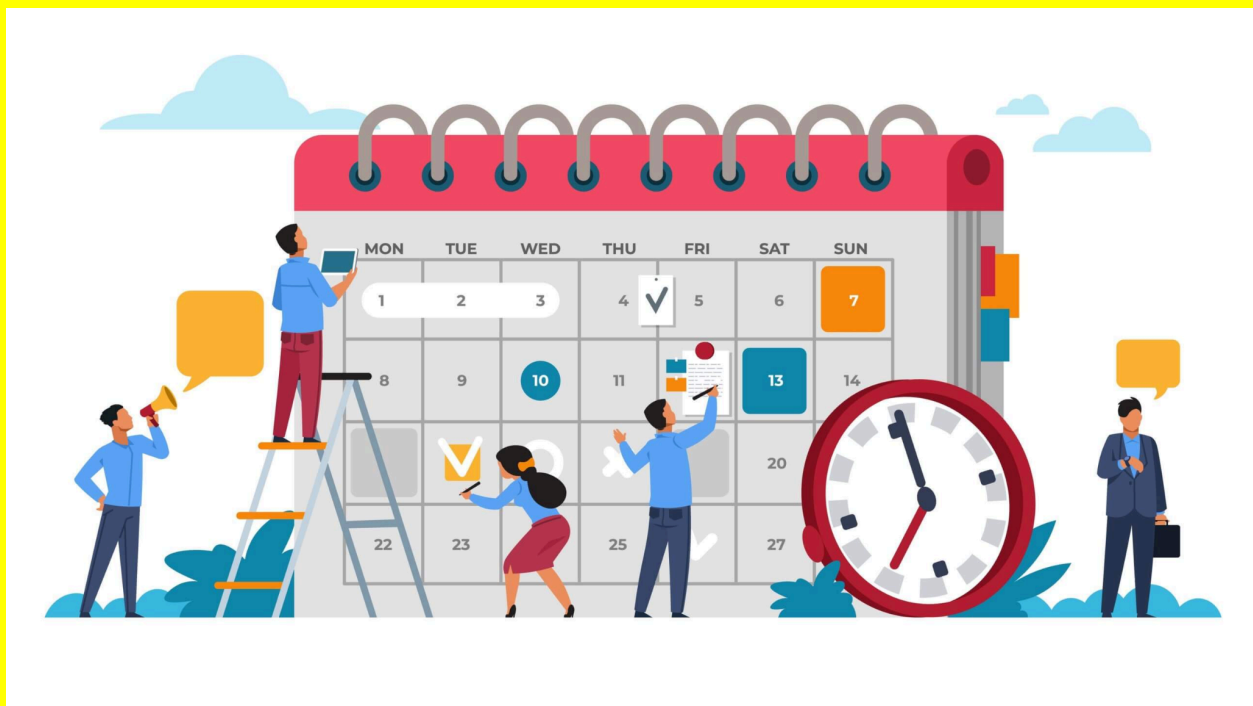




Social media content calendar – Evi Okpako

Social Media Content Calendar Checklist

A step-by-step guide to creating a social media content calendar to plan your content, save time and prevent getting stuck/overwhelmed.



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**

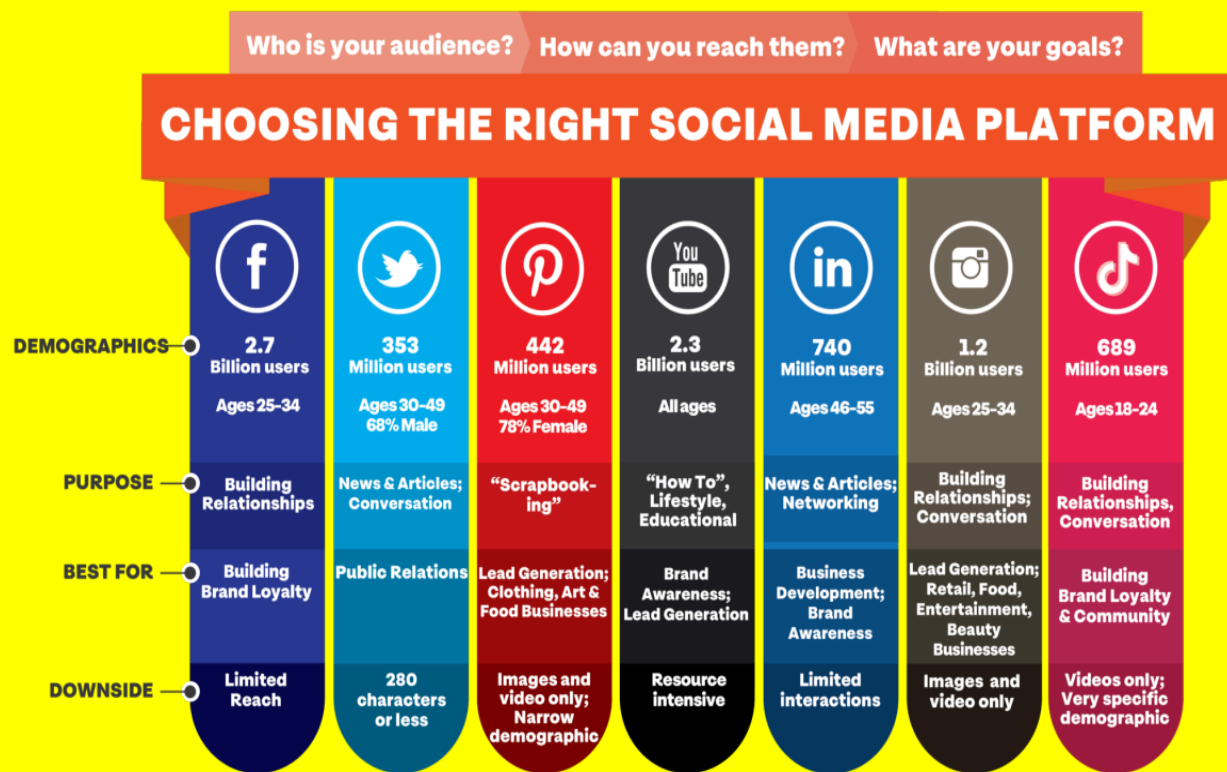
- Determine the days and times for posting on each social media platform.
- Consider peak engagement times for your audience.

☐ **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.

SOCIAL MEDIA CONTENT CALENDAR TABLE

Week	Date	Time	Content Goal	Content Format	Content headline	Distribution Channel
1	Monday	7:00am	Awareness	Visual post	Nutritious quick recipe for your breakfast	Instagram
	Wednesday	7:00am	Awareness	Carousel	5 tips on how to incorporate more fruit and vegetable into your daily diet	LinkedIn
	Friday	12:00pm	Awareness	Video	Cook Lunch with me	Tik Tok
2	Monday	7:00am	Consideration	Video	Workout at home with no equipment	Facebook
		Wednesday	Consideration	Carousel	How strength training can improve your fitness and muscle	LinkedIn

					health	
	Friday	12:00pm	Consideration	Visual post	Your desired fitness goal is around the corner, don't give up. Keep pushing	Instagram
3	Monday	7:00am	Conversion	Visual post	How i overcame a mental health challenge that almost took my life	LinkedIn
	Wednesday	7:00 am	Conversion	Carousel	A guide to managing stress and anxiety	Instagram
	Friday	12:00pm	Conversion	Video	Effectively manage your mental health with this	YouTube

