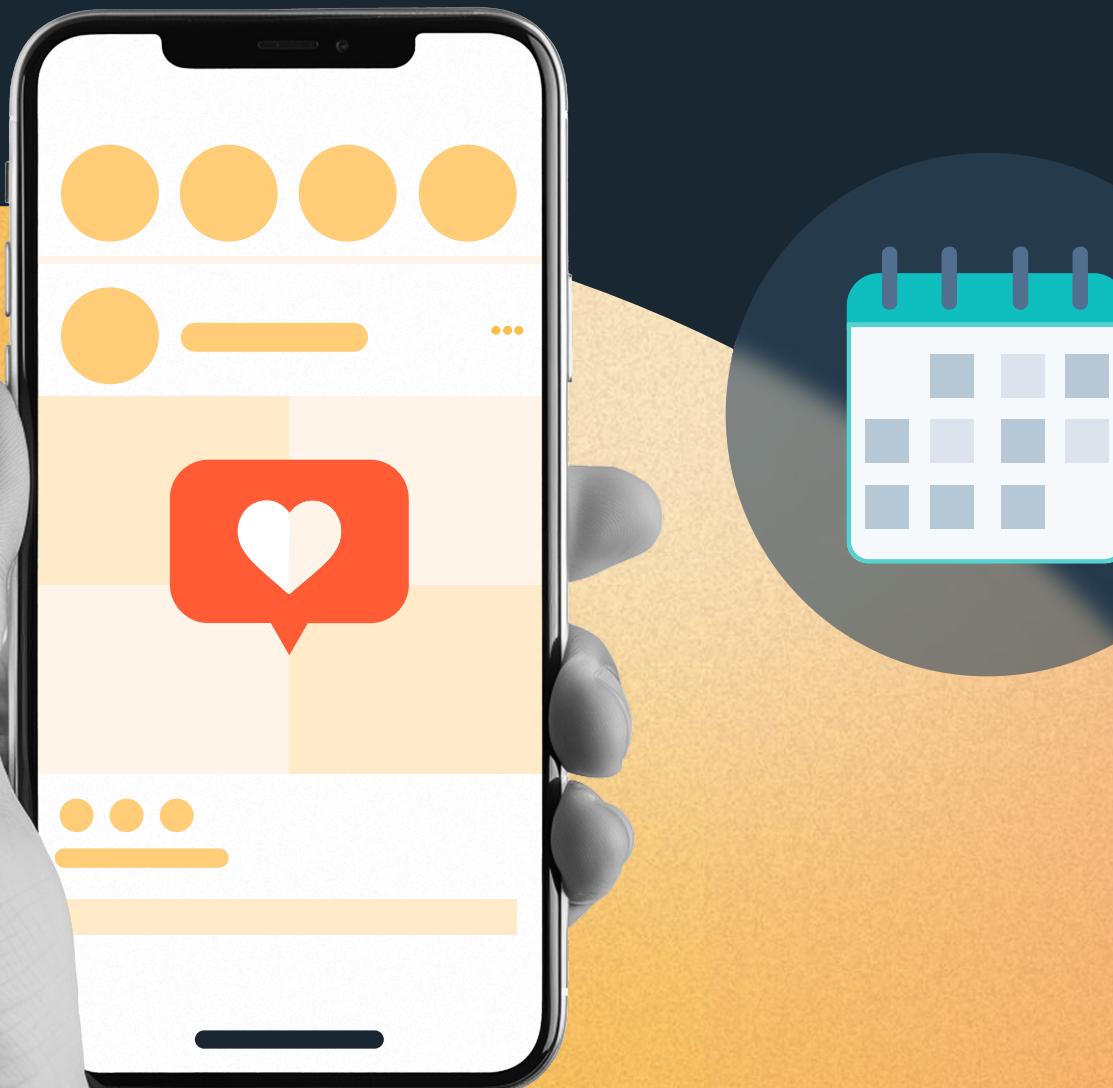


# Social Media Content Calendar: User Guide + Best Practices

Learn how to use your free content calendar,  
plus read best practices on scheduling your  
social media posts from HubSpot experts



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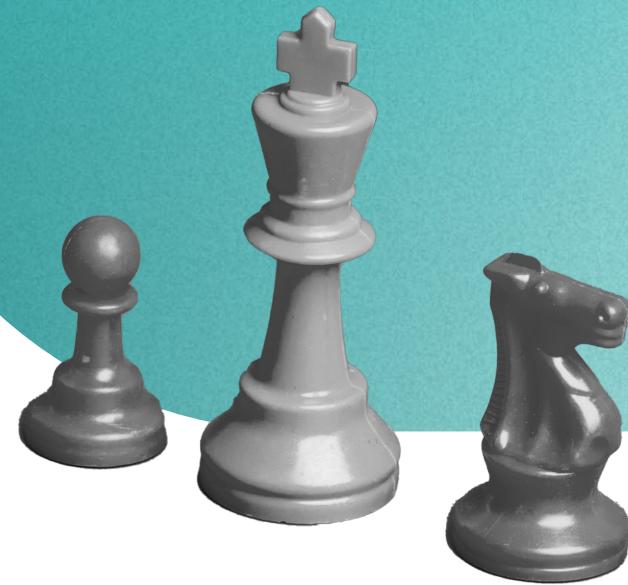
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# Introduction

Excelling at social media requires not only compelling copy, but correct timing. It's about getting your content in front of your audience when they're most likely to open up the platform and start browsing. HubSpot's Social Media Content Calendar will help you organize your social media activities far in advance, making it easier to reach your audience at key moments, coordinate campaigns, grow your reach, and scale your social efforts.

This template includes a monthly calendar, content repository, and tabs for scheduled updates on X, Facebook, LinkedIn, Instagram, Pinterest, TikTok, Snapchat, YouTube, and other platforms.

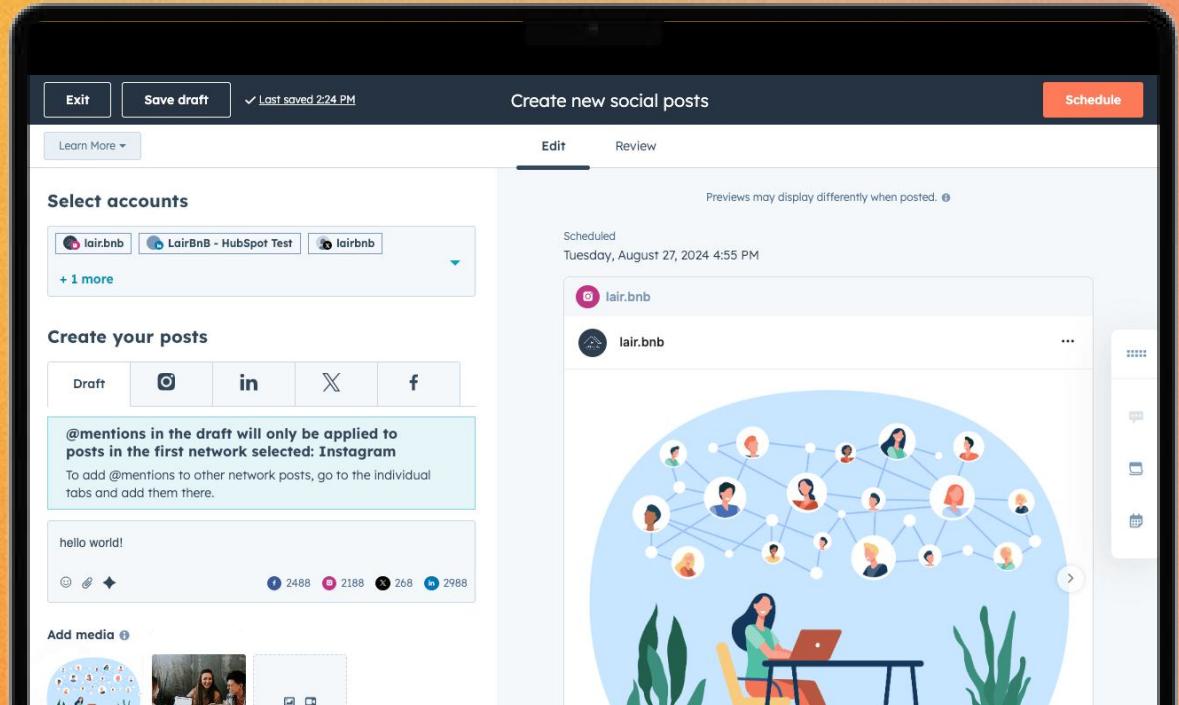
To make this template easy to use, this user guide will instruct you on how to make use of each tab, highlighting the nuances of each column and giving you tips for maximum productivity. You'll also find insights on scheduling social media posts from one of HubSpot's top social media experts. And finally, we'll guide you through uploading this template directly into HubSpot's Social Media Tool to schedule your social posts in bulk.

Ready to plan out your social media for 2025? Let's get started.

# Free HubSpot Social Media Management Software

Run all your social media campaigns from one central location and attribute business value to social media with HubSpot's free social tools

[Learn More](#)





# Social Media Content Calendar Overview

## Schedule

When you're ready to bulk upload your social posts into [HubSpot's Social Inbox](#), simply go to the "Schedule" tab. If you're using this as a Google Spreadsheet, you'll have to download it as an Excel CSV file and make your changes there. To add any imagery to these social posts, simply go back through in HubSpot after scheduling your posts and attach the creative assets there.

Unfortunately, you cannot add or remove columns to the "Schedule" tab. Otherwise, HubSpot will not recognize the file and your upload attempts may not be successful.

ACCOUNT	DATE	MESSAGE	LINK	CAMPAIGN
	1/18/25 20:45			
	1/19/25 20:45			
	1/20/25 20:45			
	1/21/25 20:45			
	1/22/25 20:45			
	1/23/25 20:45			
	1/24/25 20:45			
	1/25/25 20:45			
	1/26/25 20:45			
	1/27/25 20:45			
	1/28/25 20:45			
	1/29/25 20:45			
	1/30/25 20:45			
	1/31/25 20:45			
	2/1/25 20:45			

A couple of notes before uploading:

- ✓ Make sure your date follows the format in the DATE column.
- ✓ ACCOUNT must be formatted as ACCOUNT NAME - SOCIAL NETWORK NAME. If an error occurs while uploading, cross reference your account names within HubSpot.
- ✓ CAMPAIGN NAME must also exactly match the name of the campaign you're running in HubSpot.

After filling out the “Schedule” tab, save your document as a .CSV file and name it the week you plan on posting. Then, you can upload the sheet using HubSpot’s bulk uploader. To do that, hover over the “Marketing” tab within your HubSpot account and select “Social.” From there, you can click “Schedule in Bulk” and upload the CSV file. If you’ve followed these steps correctly, you’ll see a green “Successfully scheduled # messages” screen.

## Monthly Planning Calendar

The Monthly Planning Calendar is your place to plan your monthly social media content across all platforms. Here, you can plan posts for campaigns, holidays, or specific pieces of content you’d like to promote across all social networks on a particular day or week.

[INSERT MONTH + YEAR]						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
		Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
		Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
		Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Webinar				

In the top right corner of the tab, you’ll find different types of content or campaigns you might want to feature on the calendar. Of course, you can change this key depending on your specific social media goals.

Before sharing with your team, remember to swap out “[INSERT MONTH + YEAR].” You can make a copy of this tab and create calendars for every month of the year.

“

**While having a social media calendar is a key part of any successful content strategy, it's important to leave plenty of room to jump on relevant trends and insert your brand into the internet zeitgeist.**

The social landscape moves so fast — give yourself the flexibility and freedom to experiment, be relevant, and get creative with trending topics. You don't want to adhere to a strict schedule so closely that your brand feels stale, out of touch, or worst of all, dated.

”



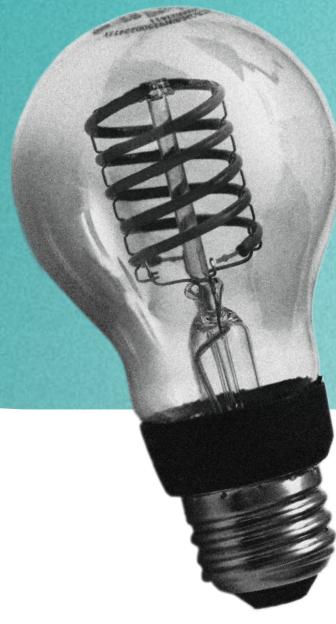
**Samantha Meller,**  
Head of Social Media,  
The Hustle

# Content Repository

The Content Repository tab is designed to house your most commonly-promoted content in one place. As you create ebooks, whitepapers, reports, and more, you'll accumulate an impressive bank of content, website pages, and offers. Ideally, you'll want to resurface and promote these across social media. The Content Repository ensures you don't lose track of all of the great content you've created, so record it all on this tab so you're never at a loss for social media content.



If the content you’re promoting isn’t evergreen, you can include an expiration date under “Expiration.”



# Updates & Best Practices on Social Media Scheduling

In the following sections, you'll learn how to make use of each platform's social media content calendar. You'll also learn best practices on scheduling for these platforms, including insights from our very own Samantha Meller, Head of Social Media for The Hustle.

Samantha leads social strategy and audience development for the brand, and thanks to her efforts, she's increased impressions by 158% and engagements by 41% in just six months. With nearly a decade of experience in social media and marketing, she knows a thing or two about how to make content "sticky" online.

In general, across every calendar, you'll find some common columns:

- **Day:** The day of the week you plan on publishing your content.
- **Date:** The date you plan on publishing your content.
- **Time:** The hour and minute you plan on publishing your content.
- **Copy:** Written text for your social media post, typically captions or descriptions.
- **Post Type:** Categories of different formats for each platform, including text-only posts, images, videos, and so on.

- **Characters:** The number of letters, numbers, spaces, and punctuation in your copy, often limited by each platform. If the color of your “Characters” column turns red, that means you’ve surpassed the recommended character limit for that platform.
- **Link:** The webpage attached to the social media post (i.e., the link you want users to click after reading your social media post).
- **Creative:** Links to your post’s creative assets, including any images or videos.
- **Post Owner:** The individual responsible for the creation and publication of the post.
- **Status:** The current state of the post, defined as “Pending,” “Approved,” and “Needs Revision.”
- **Engagement Rate:** A metric common on all social media platforms that measures how your audience interacts with your content.





## X

Use this tab to plan out all of your X (formerly Twitter) content week-by-week. Select the “Post Type” for your post, either:

**Text-Only**

**Image**

**Video**

**GIF**

**Poll**

**Thread**

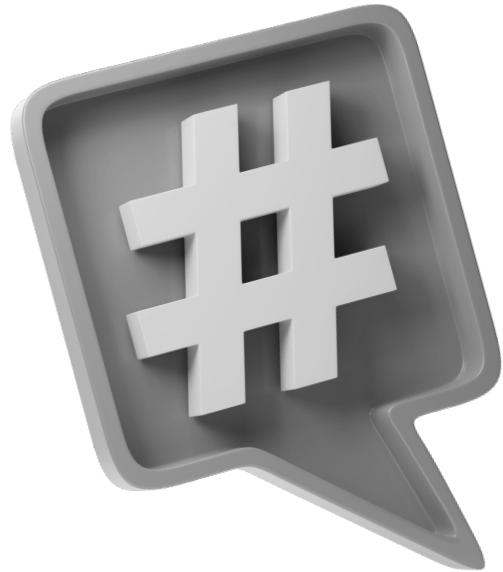
**Quote**

Day	Date	Time	Post Type	Copy	Characters	Link	Campaign	Creative	Post Owner	Status	Engagement Rate
<b>MONDAY</b>											
	1/6/2025	9:00:00	Image ▾	Unlock the power of video marketing with our free YouTube for Business Kit! 🎥 Learn strategies to boost brand awareness and drive growth. Download now: [link] #VideoMarketing #HubSpot	186	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Approved ▾	2.50%
	1/6/2025	12:00:00	Text-Only ▾	What's your biggest challenge when planning a marketing campaign? 🤔 1 Setting clear goals 2 Staying on budget 3 Measuring ROI 4 Something else Vote below! 🗳 #MarketingChallenges #HubSpotPoll	200	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved ▾	2.00%
	1/6/2025	15:00:00	Image ▾	Elevate your social media game with our free Resource Vault! 🌐 Access templates, guides, and expert tutorials to boost your brand's online presence. Download now: [link] #SocialMediaMarketing #HubSpotResources	210	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved ▾	3.00%
	1/6/2025	17:00:00	▼		0					▼	
<b>TUESDAY</b>											
	1/7/2025	9:00:00	▼		0					▼	
	1/7/2025	12:00:00	▼		0					▼	
	1/7/2025	15:00:00	▼		0					▼	
	1/7/2025	17:00:00	▼		0					▼	
<b>WEDNESDAY</b>											
	1/8/2025	9:00:00	▼		0					▼	
	1/8/2025	12:00:00	▼		0					▼	
	1/8/2025	15:00:00	▼		0					▼	
	1/8/2025	17:00:00	▼		0					▼	
<b>THURSDAY</b>											
	1/9/2025	9:00:00	▼		0					▼	
	1/9/2025	12:00:00	▼		0					▼	
	1/9/2025	15:00:00	▼		0					▼	
	1/9/2025	17:00:00	▼		0					▼	

Underneath “Copy,” you can insert the message you want your post to have (keeping in mind X limits posts to under 280 characters). If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on X:

- **Post at Optimal Times:** Using analytics, schedule tweets when your audience is most active to maximize engagement (e.g., if they work in B2B, consider whether they'd scroll through X in the morning before work or during their lunch break)
- **Balance Frequency:** When someone follows you, they're trusting you won't flood their feed with post after post. Instead, post consistently but avoid overwhelming your audience (1-3 posts per day is often ideal).
- **When Possible, Include Visuals:** Across most social media platforms, X included, posts tend to perform better when accompanied by an image, GIF, or video.
- **Interact with Your Audience:** Though you can schedule your own posts, remember to reply to and engage with your audience often.
- **Avoid Overselling:** Your followers will quickly tune out if they catch wind of overly promotional content. Instead, service genuinely helpful content that will resonate with your audience, only occasionally promoting offers, products, and services.





## Facebook

Use this tab to plan out all of your Facebook content week-by-week. Select the “Post Type” for your post, either:

**Text-Only**

**Image**

**Video**

**Live**

**Story**

**Poll**

**Event**

Day	Date	Time	Post Type	Copy	Characters	Link	Campaign	Creative	Post Owner	Status	Engagement Rate
<b>MONDAY</b>											
	1/6/2025	9:00:00	Video	Grow your brand with HubSpot's free YouTube guide! [link]	63	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Needs Revision	TBD
	1/6/2025	12:00:00	Image	Plan your ads like a pro with HubSpot's free kit! [link]	62	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved	2.00%
	1/6/2025	15:00:00		Master social media with HubSpot's free resource vault! [link]	68	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved	3.00%
	1/6/2025	17:00:00			0						
<b>TUESDAY</b>											
	1/7/2025	9:00:00			0						
	1/7/2025	12:00:00			0						
	1/7/2025	15:00:00			0						
	1/7/2025	17:00:00			0						
<b>WEDNESDAY</b>											
	1/8/2025	9:00:00			0						
	1/8/2025	12:00:00			0						
	1/8/2025	15:00:00			0						
	1/8/2025	17:00:00			0						
<b>THURSDAY</b>											
	1/9/2025	9:00:00			0						
	1/9/2025	12:00:00			0						
	1/9/2025	15:00:00			0						
	1/9/2025	17:00:00			0						
<b>FRIDAY</b>											
	1/10/2025	9:00:00			0						
	1/10/2025	12:00:00			0						
	1/10/2025	15:00:00			0						
	1/10/2025	17:00:00			0						

Underneath “Copy,” you can insert the message you want your post to have (keeping in mind Facebook posts perform best when they’re under 80 characters). If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on Facebook:

- **Use Facebook's Built-In Scheduler:** With Meta Business Suite, you can optimize for the platform's algorithm to ensure proper formatting and an effective publication time.
- **Test Different Times:** Post similar content at different times to measure how your audience interacts with them. You might find, for example, your audience tends to watch video posts more often around lunch than in the morning.
- **Keep Your Posting Flexible:** Unfortunately, there's no way to predict what major trends and news will hit the internet at any given time. To ensure your brand avoids posting anything untimely, pay attention to trending news and reschedule when necessary.
- **Consider Posts within Facebook Groups:** Over 1.8 billion Facebook users [participate](#) in Groups, so it's worth seeing how creating content for these communities fits into your overall social media strategy.





## LinkedIn

Use this tab to plan out all of your LinkedIn content week-by-week. Select the “Post Type” for your post, either:

**Text**

**Image**

**Video**

**Article**

**Poll**

**Story**

Day	Date	Time	Post Type	Copy	Characters	Link	Campaign	Creative	Post Owner	Status	Engagement Rate
<b>MONDAY</b>											
	1/2/2023	9:00:00	Video	Ready to grow your brand on YouTube? HubSpot's Complete Guide to YouTube for Business has everything you need to create, optimize, and succeed with video marketing. Download the free guide today: [link]	208	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Approved	7.20%
	1/2/2023	12:00:00	Image	Planning your next ad campaign? HubSpot's free Advertising Planning Kit gives you the tools to create impactful campaigns across platforms like Google, Meta, and TikTok. Download it now and boost your ROI! [link]	218	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved	5.80%
	1/2/2023	16:00:00	Image	Struggling to stay on top of your social media strategy? HubSpot's Social Media Resource Vault is here to help! With templates, guides, and expert tips, you'll save time and see results. Explore the vault today! [link]	224	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved	3.60%
<b>TUESDAY</b>											
	1/3/2023	9:00:00			0						
	1/3/2023	12:00:00			0						
	1/3/2023	16:00:00			0						
<b>WEDNESDAY</b>											
	1/4/2023	9:00:00			0						
	1/4/2023	12:00:00			0						
	1/4/2023	16:00:00			0						
<b>THURSDAY</b>											
	1/5/2023	9:00:00			0						
	1/5/2023	12:00:00			0						
	1/5/2023	16:00:00			0						
<b>FRIDAY</b>											
	1/6/2023	9:00:00			0						
	1/6/2023	12:00:00			0						
	1/6/2023	16:00:00			0						
<b>SATURDAY</b>											
	1/7/2023	9:00:00			0						
	1/7/2023	12:00:00			0						
	1/7/2023	16:00:00			0						

Underneath “Copy,” you can insert the message you want your post to have (keeping in mind LinkedIn content tends to perform best when it’s under 1300 characters). If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on LinkedIn:

- **Schedule During Peak Professional Hours:** Unlike other platforms, LinkedIn has specific peak times built around the work day, making morning (7-9 AM) and mid-afternoon (12-3 PM) optimal post times.
- **Think Like a Professional:** Although it depends on your branding, for the most part, LinkedIn users expect their content to be professional. That means sharing content around industry news, thought leadership, and so on.
- **Create Infographics To Complement Content:** Like other platforms, LinkedIn users engage more with visual content. You can create infographics based on original data or high-level findings and share them on LinkedIn as a carousel post.
- **Avoid Scheduling Content That Will Require Updates:** LinkedIn specifically advises users not to [schedule](#) posts that might require last-minute changes, so think strategically and ensure your posts are ready to go before scheduling them.



“

**We've found a ton of success on LinkedIn over the course of the last few months — that said, it involved a lot of trial and error to figure out what tactics resonate with our audience the most.**

We knew LinkedIn would be a natural fit for our business- and career-minded audience; it was just a matter of finding the right type of content format and coverage.

Our strategy right now hinges on short-form video clips (1 minute or less) about business, technology, marketing, and beyond. Since we've started using this content format, we've generated over 62 million impressions in a 3-month timespan, compared to just 130,000 impressions in the 3 months prior. That's a 48,000% increase (crazy, I know!).

I think this is a perfect example of how finding success on social media doesn't happen overnight. You really have to give yourself (and your team!) room to experiment — and fail! — so that you can learn what your audience doesn't want. Keep at it, stay focused, and don't let yourself get discouraged if you're not seeing the numbers you want to see yet.

”



**Samantha Meller,**  
Head of Social Media,  
The Hustle

[Explore The Hustle's LinkedIn](#)





## Instagram

Use this tab to plan out all of your Instagram content week-by-week. Select the “Post Type” for your post, either:

**Single Image**

**Carousel**

**Video**

**Reel**

**Collaboration**

**Shoppable**

**Story**

**Live**

Day	Date	Time	Post Type	Copy	Characters	Link In Bio	Campaign	Creative	Post Owner	Status	Engagement Rate
<b>MONDAY</b>											
	1/2/2023	8:00:00	Single Image	Ready to grow on YouTube? HubSpot's free guide has everything you need! Click the link in bio. #YouTubeMarketing	118	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Approved	3.00%
	1/2/2023	10:00:00	Video	Instagram Marketing: How to Create Captivating Visuals, Grow Your Following, and Drive Engagement	97	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved	2.00%
	1/2/2023	12:00:00	Carousel	Instagram Marketing: How to Create Captivating Visuals, Grow Your Following, and Drive Engagement	97	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved	2.00%
<b>TUESDAY</b>											
	1/3/2023	8:00:00			0						
	1/3/2023	10:00:00			0						
	1/3/2023	12:00:00			0						
<b>WEDNESDAY</b>											
	1/4/2023	8:00:00			0						
	1/4/2023	10:00:00			0						
	1/4/2023	12:00:00			0						
<b>THURSDAY</b>											
	1/5/2023	8:00:00			0						
	1/5/2023	10:00:00			0						
	1/5/2023	12:00:00			0						
<b>FRIDAY</b>											
	1/6/2023	8:00:00			0						
	1/6/2023	10:00:00			0						
	1/6/2023	12:00:00			0						
<b>SATURDAY</b>											
	1/7/2023	8:00:00			0						
	1/7/2023	10:00:00			0						
	1/7/2023	12:00:00			0						
<b>SUNDAY</b>											
	1/8/2023	8:00:00			0						
	1/8/2023	10:00:00			0						
	1/8/2023	10:00:00			0						

Underneath “Copy,” you can insert the message you want your post to have (keeping in mind Instagram content tends to perform best when it’s under 120 characters). Because Instagram doesn’t permit users to feature links in posts, you can put the link in your bio and point users there. If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on Instagram:

- **Be Visually Consistent:** Instagram is all about the visuals, so in addition to writing out compelling copy, consider how you want your brand to come across. If it's helpful, ask yourself what impression you want users to have when they open your page and see all your posts.
- **Leverage Instagram's Engagement Features:** Users can either like or comment on your post, making it a prime opportunity to encourage engagement. Consider asking questions to your audience and having them answer in the comments section.
- **Include Alt Text:** Because Instagram is so visually-oriented, remember to include alt text for all of your scheduled posts.
- **Convert Your Instagram Into a Business Account:** If you haven't already, convert your Instagram page into a business account so you can access insights into your audience.



“

## In addition to LinkedIn, Instagram is a crucial part of our social content strategy at The Hustle.

Our POV is simple: To either entertain, inform, and/or inspire our audience with every single post. I like to experiment with different content formats, but overall, we take a “less is more” approach; our audience doesn’t respond as well when content feels overly designed or produced. Of course, this mirrors the ethos of The Hustle brand overall: we want to be in the know, but we want to have fun and not take ourselves too seriously while doing it.

In my view, success on Instagram (and really, social media as a whole) boils down to a few key things: relevance, authenticity, consistency, and value. Ask yourself: Is your brand keeping up with the “speed of culture” online? Are you staying authentic to your brand’s voice, tone, and mission? Are you posting regularly, and giving your audience a clear idea of what to expect when they follow you? What is the value for your audience in the content your brand is posting about? Going through this unofficial checklist can help your brand cut through the noise and grow in a meaningful way.



”

**Samantha Meller,**  
Head of Social Media,  
The Hustle

[Explore The Hustle's Instagram](#)





## Pinterest

Use this tab to plan out all of your Pinterest content week-by-week. Select the “Pin Type” for your pin, either:

**Standard (Single Image)**

**Video**

**Idea**

**Carousel**

**Rich**

**Shoppable**

Day	Date	Time	Pin Type	Title Copy	Title Characters	Description Copy	Description Characters	Link	Campaign	Creative	Post Owner	Status	Engagement
MONDAY	1/6/2025	8:00:00	Video	Free YouTube for Business Guide	51	Learn how to grow your brand with HubSpot's YouTube for Business Guide! This free resource will help you create engaging content, optimize your channel, and drive results. Click to download and start today! [link]	219	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Approved	3.00%
	1/6/2025	12:00:00	Carousel	Plan Your Ads Like a Pro!	25	Ready to plan smarter ad campaigns? HubSpot's Advertising Planning Kit has templates and insights to help you succeed across platforms like Google, Meta, and TikTok. Swipe through to explore and download for free! [link]	226	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved	4.00%
	1/6/2025	18:00:00		Simplify Your Social Media Strategy	35	Everything you need to streamline your social media strategy is here! HubSpot's Social Media Resource Vault is packed with templates, guides, and tools to help you grow your brand. Save this pin and download it today! [link]	230	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved	2.00%
TUESDAY	1/7/2025	8:00:00			0		0					▼	
	1/7/2025	12:00:00			0		0					▼	
	1/7/2025	18:00:00			0		0					▼	
WEDNESDAY	1/8/2025	8:00:00			0		0					▼	
	1/8/2025	12:00:00			0		0					▼	
	1/8/2025	18:00:00			0		0					▼	
THURSDAY	1/9/2025	8:00:00			0		0					▼	
	1/9/2025	12:00:00			0		0					▼	
	1/9/2025	18:00:00			0		0					▼	
FRIDAY	1/10/2025	8:00:00			0		0					▼	
	1/10/2025	12:00:00			0		0					▼	
	1/10/2025	18:00:00			0		0					▼	
SATURDAY	1/11/2025	10:00:00			0		0					▼	
	1/11/2025	14:00:00			0		0					▼	
	1/11/2025	20:00:00			0		0					▼	
SUNDAY	1/12/2025	10:00:00			0		0					▼	
	1/12/2025	14:00:00			0		0					▼	

Underneath “Title Copy,” you can insert the title for your pin (which must be under 100 characters). Then, in “Description Copy,” you can insert the message you want to attach to your pin (which must be under 500 characters). If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on Pinterest:

- **Post Frequently:** Pinterest [favors](#) active brand accounts, so in time, eventually aim to post 15-25 pins per day. Of course, start slow and work your way up, gradually gathering up audience data to inform your future Pinterest posts.
- **Optimize Pin Descriptions with Relevant Keywords:** Pinterest users are often in search mode, browsing through pins after searching for specific keywords. Remember to include relevant keywords in your pin copy to ensure your audience can find it.
- **Customize Content for Different Boards:** Pinterest users frequently search for the same topics, constantly looking for inspiration. That means creating and scheduling content that resonates specifically with that topic's audience.
- **Prioritize New Content:** Though repurposing evergreen content is a proven strategy, Pinterest's algorithm boosts active accounts that post new, up-to-date content.





## TikTok

Use this tab to plan out all of your TikTok content week-by-week.

DAY	DATE	TIME	CAPTION COPY	CAPTION CHARACTERS	VIDEO SCRIPT	LINK	CAMPAIN	CREATIVE	POST OWNER
<b>MONDAY</b>									
	1/6/2025	8:00:00	Want to grow your brand on YouTube? Get HubSpot's free guide to create content, grow subscribers, and drive results. Link in bio! #YouTubeMarketing #HubSpotTips	166	Link To Video Script	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.
	1/6/2025	12:00:00	Struggling with ad planning? HubSpot's free Advertising Kit has your back! Templates + insights = better campaigns. Download now. Link in bio! #AdStrategy #MarketingTips	172	Link To Video Script	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.
	1/6/2025	18:00:00	Ready to level up your social media game? HubSpot's free Resource Vault has templates, guides, and tools to save you time and grow your audience. Link in bio to download! #SocialMediaStrategy #HubSpot	206	Link To Video Script	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.
<b>TUESDAY</b>									
	1/7/2025	8:00:00		0					
	1/7/2025	12:00:00		0					
	1/7/2025	18:00:00		0					
<b>WEDNESDAY</b>									
	1/8/2025	8:00:00		0					
	1/8/2025	12:00:00		0					
	1/8/2025	18:00:00		0					
<b>THURSDAY</b>									
	1/9/2025	8:00:00		0					
	1/9/2025	12:00:00		0					
	1/9/2025	18:00:00		0					
<b>FRIDAY</b>									
	1/10/2025	8:00:00		0					
	1/10/2025	12:00:00		0					
	1/10/2025	18:00:00		0					
<b>SATURDAY</b>									
	1/11/2025	10:00:00		0					
	1/11/2025	14:00:00		0					
	1/11/2025	20:00:00		0					
<b>SUNDAY</b>									
	1/12/2025	10:00:00		0					
	1/12/2025	14:00:00		0					
	1/12/2025	19:00:00		0					

Underneath “Caption Copy,” you can insert the message for your TikTok (which should fall under 4000 characters). You can also link out to the script for the post under “Video Script,” or paste the text of your script directly into the cell. If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on TikTok:

- **Leverage Trending Audio:** TikTok allows users to explore videos created with the same audio, making it an effective way to tap into the platform's virality. Explore TikTok's Trending Sounds and see if there's an organic way to insert your brand into the conversation.
- **Feature an Attention-Grabbing Hook:** If a user isn't drawn into your post, they'll simply swipe away to the next piece of content. That means ensuring your video makes a strong impression within the first three seconds.
- **Explore Accounts in Your Niche:** If you're unfamiliar with the platform, check out accounts creating compelling content in your niche. For example, if you run a beauty brand, explore #beauty on TikTok and see which accounts stand out.
- **Post Several Times per Week:** The more you post, the more likely you're able to tap into a large audience. Compared to other platforms, TikTok's algorithm is more likely to make strong content from smaller accounts go viral.





## Snapchat

Use this tab to plan out all of your Snapchat content week-by-week. Select the “Post Type” for your post, either:

**Photo**

**Video**

**Story**

**Spotlight Video**

**AR Lens**

**Geofilter**

Day	Date	Time	Post Type	Copy	Characters	Link	Campaign	Creative	Post Owner	Status	Engagement Rate
<b>MONDAY</b>											
	1/6/2025	8:00:00	Story	Grow on YouTube! Swipe up!	29	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Approved	3.00%
	1/6/2025	12:00:00	Video	Plan better ads! Swipe up!	29	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved	5.00%
	1/6/2025	18:00:00	Story	Social media made easy!	29	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved	2.00%
<b>TUESDAY</b>											
	1/7/2025	8:00:00			0						
	1/7/2025	12:00:00			0						
	1/7/2025	18:00:00			0						
<b>WEDNESDAY</b>											
	1/8/2025	8:00:00			0						
	1/8/2025	12:00:00			0						
	1/8/2025	18:00:00			0						
<b>THURSDAY</b>											
	1/9/2025	8:00:00			0						
	1/9/2025	12:00:00			0						
	1/9/2025	18:00:00			0						
<b>FRIDAY</b>											
	1/10/2025	8:00:00			0						
	1/10/2025	12:00:00			0						
	1/10/2025	18:00:00			0						
<b>SATURDAY</b>											
	1/11/2025	10:00:00			0						
	1/11/2025	14:00:00			0						
	1/11/2025	20:00:00			0						
<b>SUNDAY</b>											
	1/12/2025	10:00:00			0						
	1/12/2025	14:00:00			0						
	1/12/2025	20:00:00			0						

Underneath “Copy,” you can insert the message you want your post to have (keeping in mind Snapchat limits its text boxes to only 30 characters). If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on Snapchat:

- **Keep It Short:** Snapchat users primarily share photos or videos that are 10 seconds or shorter. Remember to keep your message short and sweet, ideally guiding viewers from your content to your CTA in seconds.
- **Make Use of Snapchat Filters:** Over 300 million Snapchat users [interact](#) with AR filters daily. It's a unique, engaging aspect of Snapchat, one you can use to create branded filters your audience can try on and share.
- **Post Daily:** Posting daily on your brand's Snapchat story will keep your audience engaged with your business page.
- **Feature Interactive Elements:** Snapchat lets you include polls, questions, or emoji sliders to increase engagement.





## YouTube

Use this tab to plan out all of your YouTube content week-by-week.

DAY	DATE	TIME	TITLE COPY	TITLE CHARACTERS	DESCRIPTION COPY	DESCRIPTION CHARACTERS	VIDEO SCRIPT	LINK	CAMPAIGN	CREATIVE	POST OWNER	STATUS
MONDAY	1/6/2025	8:00:00	Grow Your Business with YouTube   Free Guide by HubSpot	59	Want to take your YouTube channel to the next level? 🎬 HubSpot's Complete Guide to YouTube for Business provides everything you need to create engaging content, optimize your channel, and grow your brand. 👉 Download the free guide now: [link] #YouTubeMarketing #HubSpotTips	275	Link To Video Script	<a href="https://offers.hubspot.com/youtube-business">https://offers.hubspot.com/youtube-business</a>	The Complete Guide to YouTube for Business	Link To Creative	Jane D.	Approved ▾
	1/6/2025	12:00:00	Smarter Ad Campaigns with HubSpot's Free Planning Kit	53	Struggling to plan effective ad campaigns? 🚧 HubSpot's Advertising Planning Kit is your solution! With templates and insights for platforms like Google, Meta, and TikTok, you can maximize your ROI. 👉 Get your free kit here: [link] #AdStrategy #MarketingTips	259	Link To Video Script	<a href="https://offers.hubspot.com/advertising-plan-kit">https://offers.hubspot.com/advertising-plan-kit</a>	Advertising Planning Kit	Link To Creative	John D.	Approved ▾
	1/6/2025	18:00:00	Master Social Media Strategy   HubSpot's Free Resource Vault	60	💡 Simplify your social media marketing with HubSpot's Social Media Resource Vault! Packed with templates, guides, and tools, this free resource will save you time and help grow your brand. 👉 Download it now: [link] #SocialMediaMarketing #HubSpot	247	Link To Video Script	<a href="https://offers.hubspot.com/social-media-resource-vault">https://offers.hubspot.com/social-media-resource-vault</a>	Social Media Resources Vault	Link To Creative	Jane D.	Approved ▾
TUESDAY	1/7/2025	8:00:00		0		0						▼
	1/7/2025	12:00:00		0		0						▼
	1/7/2025	18:00:00		0		0						▼
WEDNESDAY	1/8/2025	8:00:00		0		0						▼
	1/8/2025	12:00:00		0		0						▼
	1/8/2025	18:00:00		0		0						▼
THURSDAY	1/9/2025	8:00:00		0		0						▼
	1/9/2025	12:00:00		0		0						▼
	1/9/2025	18:00:00		0		0						▼
FRIDAY	1/10/2025	8:00:00		0		0						▼
	1/10/2025	12:00:00		0		0						▼
	1/10/2025	18:00:00		0		0						▼
SATURDAY	1/11/2025	10:00:00		0		0						▼
	1/11/2025	14:00:00		0		0						▼

Underneath “Title Copy,” you can insert the title of your YouTube video (which should fall under 70 characters). Then, under “Description Copy,” you can type out the description for your video (which should fall under 5000 characters). You can also link out to the script for the post under “Video Script,” or paste the text of your script directly into the cell. If you plan on linking out to content, you can include that under “Link.” If this is part of a larger campaign, you can note that underneath “Campaign” (and, in the future, you can filter for different campaigns after building out the calendar).

Here are some best practices for scheduling content on YouTube:

- **Keep It Consistent:** Your subscribers will expect consistency in how often you post on YouTube. Schedule content either weekly, biweekly, or monthly (depending on the extent of your videos) and remember to tell viewers in your videos when to expect another one.
- **Create Compelling Thumbnails:** YouTube users will often look at a video's thumbnail to determine if they should click or skip. Remember to spend time creating eye-catching thumbnails, ones you know your audience will want to click on.
- **Schedule as Premieres:** YouTube Premieres lets you schedule your videos at a specific time, creating a live event experience for viewers. While the video plays for the first time, viewers can watch together, comment, and interact in real-time via live chat, building excitement and engagement. Premieres also notify subscribers beforehand, boosting visibility and encouraging more viewers to join at launch.
- **Leverage Community Tab:** Alongside videos, YouTube lets you update your subscribers on the Community Tab. Schedule posts in this tab to tease upcoming videos or engage your audience between uploads.

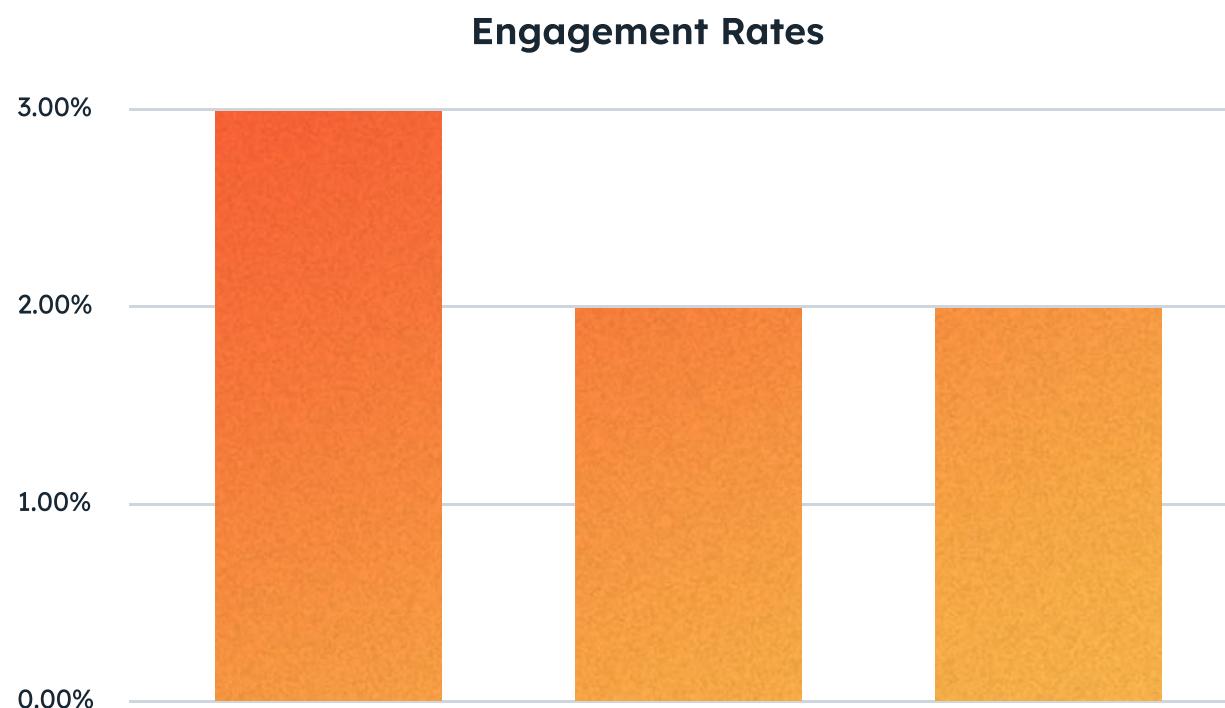




# Wrapping Up

We've included some recommendations for publishing frequency in this template, but you may find you need to publish more or less, or at different times, depending on your audience. Start with general best practices and modify them as you learn more about your audience on each platform.

Once you've published this content to your social media networks, continue monitoring each platform for engagement, and reply to followers regularly. You might find it helpful to track your performance using the "Engagement Rate" tab, which will automatically update the graph as you put in percentage values.



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Publish posts in bulk and track your social media analytics in one place

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