Bean & Byte – Social Media Content Calendar Template

Day	Platform	Post Type	Content Objective	Caption/Idea	Visual/Media Idea
Monday	Instagram	Carousel	Brand Awareness	*[Your input]*	*[Your input]*
Tuesday	Twitter	*[Your input]*	Engagement	"First sip thoughts?" – open-ended tweet	*[Your input]*
Wednesday	LinkedIn	Image + Text	Product Promotion	*[Your input]*	Image of coworking zone
Thursday	Instagram	*[Your input]*	Community Building	*[Your input]*	*[Your input]*
Friday	Twitter	Announcement	*[Your input]*	"Open mic night starts at 6 PM!"	Event poster
Saturday	Instagram	Reel	Engagement	*[Your input]*	*[Your input]*
Sunday	LinkedIn	*[Your input]*	*[Your input]*	*[Your input]*	*[Your input]*