**Template - Bean & Byte – Social media content calendar**

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| --- | --- | --- | --- | --- | --- |
| 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]*** |