Social Media Content Calendar

Weekly Planning Template

Use this template to plan your social media posts a week (or month) ahead. Fill in the platform, content type, caption idea, and status for each day.

Day	Platform	Content Type	Caption / Idea	Hashtags	Status
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

Content Type Ideas

- Educational post (tips, how-to, myths vs facts)
- Behind-the-scenes / team content
- Client result or case study
- User-generated content / reshare
- Promotional post (offer, service highlight)
- Trending audio / reel / meme (platform-relevant)
- Poll, question, or interactive story