

Social Media Content Planning & Scheduling

Use this system to plan your social media content around your business goals.

- 1) Enter your **key business goals** (up to three) in the table below.
- 2) Use the **Annual social themes** table to identify the key themes you will use to engage customers and the public. Each theme must link to, and help fulfil, at least one of the business goals you identified.
- 3) Decide which of your annual social themes will be focused on each month in the **Monthly social themes** table. Detail how you will communicate the themes each month.
- 4) A few-weeks before each new month, breakdown **monthly social themes** into **Weekly priorities**. Describe the priority messages and content you want to distribute each week to support the monthly themes. Check these priorities link to your business goals.
- 5) Use the **daily posting plan** to detail on which days you plan to distribute priority messages. Check that the daily content links to your goals.
- 6) Decide when content will be posted and on which social accounts, detailing it in the **Posting schedule**. Any content that isn't time-sensitive can be added to the **Untimed posts list** and used when needed.

What are your key business goals

Goal 1:

Goal 2:

Goal 3:

Annual social themes

Year: _____

Theme 1:

Relates to Goals: _____

Theme 2:

Relates to Goals: _____

Theme 3:

Relates to Goals: _____

Theme 4:

Relates to Goals: _____

Monthly social themes

Year: _____

January:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

February:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

March:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

April:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

May:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

June:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

Monthly social themes

Year: _____

July:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

August:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

September:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

October:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

November:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

December:

Themes

_____	_____
_____	_____
_____	_____
_____	_____

Weekly priorities

Month: _____

Week 1:

Dates: _____

Goals: _____

Week 2:

Dates: _____

Goals: _____

Week 3:

Dates: _____

Goals: _____

Week 4:

Dates: _____

Goals: _____

Week 5:

Dates: _____

Goals: _____

Daily posting plan

Week: _____

Monday:

_____ **Goals:** _____

Tuesday:

_____ **Goals:** _____

Wednesday:

_____ **Goals:** _____

Thursday:

_____ **Goals:** _____

Friday:

_____ **Goals:** _____

Saturday:



_____ **Goals:** _____

Sunday:

_____ **Goals:** _____



Posting schedule

Day: _____

Type (T,I,V,A)*	Content (include text or link to content location online)	Social network (enter post time)			
				_____	_____

*Text, Image, Video, Audio

Untimed posts list (posts kept in reserve that can be published at any time to fill schedule gaps)

Type (T,I,V,A)*	Content (include text or link to content location online)	Social network			
					

*Text, Image, Video, Audio