ChiefAdvice

FREE PRINTABLE PLANNER

Social Media Content Planner

Plan a month of social media content on paper: platforms, content pillars, post ideas, captions, a publishing schedule and a monthly review.

THIS PLANNER BELONGS TO

MONTH AND YEAR

Free to print and use for your own business.
chiefadvice.com

START HERE

How to use this planner

Fill in pages 3 to 5 once. Then use pages 6 to 9 each month, and close the month on page 10. Pencil is fine, and you can reprint any page.

1. **Choose where you will post.**
   Page 3. Fewer platforms, posted consistently, usually beat many platforms posted rarely.
2. **Define your content pillars.**
   Page 4. Pillars are the three to five topics you will return to again and again.
3. **Collect post ideas.**
   Page 5. Write more ideas than you need and match each one to a pillar and a format.
4. **Fill in the monthly calendar.**
   Page 6. Place ideas on days so you always know what is next.
5. **Draft captions, then schedule.**
   Pages 7 and 8. Write the first line carefully, and set a realistic publishing rhythm.
6. **Track results and review.**
   Pages 9 and 10. Write down what happened so next month is better informed.

BEFORE YOU START: THREE QUICK QUESTIONS

What do I want social media to do for my business this month?

How many hours a week can I give to it?

Who helps me create or approve posts?

Tip: plan fewer posts than you think you can make. A steady rhythm you can keep is worth more than a burst you cannot.

STEP 1

Platform selection

Choose the platforms where your audience already spends time and where you can make content you are proud of.

PLATFORM	IS MY AUDIENCE HERE? (YES / MAYBE / NO)	CONTENT I CAN MAKE FOR IT	POSTS PER WEEK	CHOSEN
Instagram				
Facebook				
LinkedIn				
X (Twitter)				
TikTok				
YouTube				
Pinterest				
Threads				
Other:				

THE PLATFORMS I CHOSE, AND WHY EACH ONE FITS

PLATFORMS I WILL SKIP FOR NOW

STEP 2

Content pillars

Pillars keep your content varied but focused. Choose three to five themes you can talk about for months.

PILLAR	WHAT IT COVERS	WHY MY AUDIENCE CARES	EXAMPLE POST TOPICS	SHARE OF POSTS (%)

HOW MY PILLARS CONNECT TO WHAT I SELL

A PILLAR I WILL TEST THIS MONTH

STEP 3

Post ideas

Write more ideas than you need. Match each to a pillar and a format, then choose the best for the calendar.

#	POST IDEA	PILLAR	FORMAT

IDEA STARTERS

- A question customers ask often
- A before and after (with permission)
- A common myth you can correct
- A mistake you see in your field
- Behind the scenes of your work
- A simple tip people can use today

STEP 4

Monthly content calendar

MONTH _____ MAIN FOCUS OF THE MONTH _____

MON	TUE	WED	THU	FRI	SAT	SUN

STEP 5

Caption planning

Draft captions ahead of time. The first line decides whether people keep reading.

CAPTION 1 PLATFORM AND PILLAR _____

HOOK (FIRST LINE)

MAIN MESSAGE

CALL TO ACTION

CAPTION 2 PLATFORM AND PILLAR _____

HOOK (FIRST LINE)

MAIN MESSAGE

CALL TO ACTION

CAPTION 3 PLATFORM AND PILLAR _____

HOOK (FIRST LINE)

MAIN MESSAGE

CALL TO ACTION

BEFORE I POST

- ☐ Strong first line
- ☐ One clear idea
- ☐ Clear next step
- ☐ Read aloud, spelling checked

STEP 6

Publishing schedule

Decide when each post goes out. Tick it off when it is created and again when it is published.

DAY	PLATFORM	TIME	POST TOPIC AND FORMAT	MADE	POSTED
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

WHAT I HAVE NOTICED ABOUT MY BEST POSTING TIMES

DATES THIS MONTH TO PLAN AROUND (EVENTS, LAUNCHES, HOLIDAYS)

STEP 7

Performance tracking

Record the same numbers every week. Over a few months the patterns become clear.

WEEK	POSTS	REACH	ENGAGEMENTS	LINK CLICKS	NEW FOLLOWERS	NOTES
Week 1						
Week 2						
Week 3						
Week 4						
Month total						

MY TOP THREE POSTS THIS MONTH

1. _____
2. _____
3. _____

WHAT THESE POSTS HAVE IN COMMON

_____

_____

_____

STEP 8

Monthly review

Close the month honestly. Notes written today save you from guessing next month.

WHAT WORKED

WHAT DID NOT WORK

QUESTIONS AND COMMENTS FROM MY AUDIENCE

IDEAS WORTH REPEATING

FOR NEXT MONTH

START	STOP	CONTINUE