SOCIAL MEDIA CONTENT PLANNER

Planning My Online Presence

Business Name:

_____

Month:

_____

Date	Platform	Topic	Content Type	Goal

Content Ideas

- ☐ Product Showcase
- ☐ Behind the Scenes
- ☐ Customer Story
- ☐ Educational Tip
- ☐ Personal Story
- ☐ Frequently Asked Question
- ☐ Special Offer
- ☐ Community Activity
- ☐ Other:

_____

Monthly Goals

What would I like to achieve this month?

- ☐ More Followers
- ☐ More Customers
- ☐ More Engagement
- ☐ More Website Visits
- ☐ Better Brand Awareness
- ☐ Other:

_____

Reflection

What type of content performed best?

What should I improve next month?