

Weekly Social Media Content Planner

Defining the type of content you want to post with a theme and giving it a set day of the week, will make it much easier to keep your feeds updated with fresh and engaging content.

Day	Post Idea
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

Recommendations:

Always add images or video in your post - visual content is 65% more likely to be remembered

Pixabay is a great source of royalty free images.

Canva is a free design tool that helps you produce image based content specifically for your social media platforms

Daily

Check newsfeed

Engage with relevant posts (like, comment, share)

Check notifications & respond accordingly

Check trending & get onboard if relevant

Weekly

Respond to followers (follow back, message)

Check links in profile are up to date

Check in with insights and metrics to see if social marketing is working

Identify & follow key resources

Build audience

Post Checklist

Visual (image/video)

@ mention relevant parties

Hashtags

Is it working towards goals?