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Social media content planner



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THIS WEEK'S CONTENT

social media planner

Week beginning ____

Mon: Platform ____ Topic ____ Caption draft ____
Time ____

Tue: Platform ____ Topic ____ Caption draft ____
Time ____

Wed: Platform ____ Topic ____ Caption draft ____
Time ____

Thu: Platform ____ Topic ____ Caption draft ____
Time ____

Fri: Platform ____ Topic ____ Caption draft ____
Time ____

Weekend: Platform ____ Topic ____ Caption
draft ____

Ideas bank

Trending topic to use: _____

Evergreen post idea: _____

Story / reel idea: _____

Repurpose from: _____

Content pillars this week

Educational: _____

Entertaining: _____

Personal / behind the scenes:

Promotional: _____

Last week's best performer

Post: _____

Platform: ____ Reach: ____ Engagement: ____

What worked: _____

Repeat this format: yes / no