# SOCIAL MEDIA PLANNING

Posting three times a week is optimal. Take some time to plan out your social media for the month and schedule it out if you have a business page. Below are four buckets of categories you can base your content around.



MONTH:	
MARKET UPDATES	HOME TIPS
COMMUNITY	PERSONAL



## CONTENT DISTRIBUTION

Take your ideas from the previous page and decide which days you are going to post the content on. Helpful hint: Color code the categories to make it easier to see how you space out the types of posts.

MONTH: \_\_\_\_\_

SUN	MON	TUE	WED	THU	FRI	SAT

#### **WEEK 1 DETAILS**

THURSDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
FRIDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
SATURDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
ADDITIONAL	NOTES		

### **WEEK 2 DETAILS**

THURSDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
FRIDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
SATURDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
ADDITIONAL	NOTES		

### WEEK 3 DETAILS

THURSDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
FRIDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
SATURDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
ADDITIONAL	NOTES		

### **WEEK 4 DETAILS**

THURSDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
FRIDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
SATURDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
ADDITIONAL	NOTES		

### WEEK 5 DETAILS

THURSDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
FRIDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
SATURDAY: _			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
ADDITIONAL	NOTES		