

SOCIAL MEDIA CONTENT PLANNER

A 30-day content calendar and posting strategy.

Plan
Create
Engage
Grow



Consistent posting beats occasional perfect posting. Use this planner to set your content themes, plan a weekly rhythm, and fill in your next 30 days.



YOUR CONTENT PILLARS

- Pick 3–4 topics you'll always come back to.
- Ideas: behind the scenes, product/service spotlight, customer stories, tips & value, promotions.

Good Content
Builds
Real Connections

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WEEKLY POSTING RHYTHM



Day	Content Focus	Example Post Idea
Monday	Motivation / Tip	
Tuesday	Behind the Scenes	
Wednesday	Product / Service Spotlight	
Thursday	Customer Story / Review	
Friday	Promotion / Offer	
Saturday	Community / Local Culture	
Sunday	Rest or Recap	

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Small consistent steps
create **big results.**



[illegible]

- ☐ Use clear, well-lit photos — natural light works best
- ☐ Keep captions short and easy to read
- ☐ Always include a call to action — message us, visit us, book now
- ☐ Reply to comments and messages within 24 hours
- ☐ Post consistently rather than all at once

Consistency
Creates
Results



Plan Today
for a Stronger
Online Tomorrow.

