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

SUNDAY: **TOPIC** SOCIAL TYPE **CAPTION** SCHEDULED MONDAY: SOCIAL TYPE **CAPTION** TOPIC SCHEDULED TUESDAY: **CAPTION** SOCIAL TYPE TOPIC SCHEDULED WEDNESDAY: CAPTION SOCIAL TYPE **TOPIC** SCHEDULED

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

WEEK 2 DETAILS

SUNDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
MONDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
TUESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
WEDNESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED

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

WEEK 3 DETAILS

SUNDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
MONDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
TUESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
WEDNESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED

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

WEEK 4 DETAILS

SUNDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
MONDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
TUESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
WEDNESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED

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

WEEK 5 DETAILS

SUNDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
MONDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
TUESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED
WEDNESDAY:			
TOPIC	SOCIAL TYPE	CAPTION	SCHEDULED

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