CREATIVE CO

Social Media Content Planner

Plan content topics, publishing dates, and campaign objectives — so your social media stays consistent without the weekly scramble.

Goals & Audience

Know what each post is for and who it speaks to before you plan a single topic.

What should your social media achieve? (leads, sales, awareness, community)

Who is your ideal follower or customer?

Which platforms will you post on?

Content Pillars

Pick 3-5 recurring themes so you never stare at a blank content calendar.

Pillar 1 (e.g. education, tips):

Pillar 2 (e.g. behind the scenes):

Pillar 3 (e.g. customer results):

Pillar 4 (e.g. promotions and offers):

Pillar 5 (optional):

Posting Schedule

Consistency beats volume. Decide a rhythm you can actually keep.

How many times per week will you post on each platform?

Best days and times to post for your audience:

Who creates, reviews, and publishes the content?

Content Ideas

Batch your ideas now so planning each week takes minutes, not hours.

List 8-10 post ideas that fit your pillars:

Weekly Planning Grid

Day	Topic	Format	Call to Action
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Planning done? Let's make it look great.

From social media setup and management to content strategy, Creative Co helps your brand show up consistently. Visit creativecohub.com or call 601-709-4666 to get started.