

SOCIAL MEDIA CONTENT PLANNER

We have created editable content planners for you to use to plan your social media content and output.

Attached are a spreadsheet and printable document for however you feel most comfortable.



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This social media content calendar can be used to plan your content output over the coming few months. It includes some key dates and an example of how you can use it. Edit to suit your channels, output and content types. This is a great way to keep track of the amount and types of content you distribute and to help analyse which are more effective than others by reviewing in line with your analytics.

Date	Day	Platform	Content type	Post 1	Link and/or CTA	Content type	Post 2	Link and/or CTA	Scheduled (Y/N)	Posted (Y/N)	Event	Comments
01/01/2020	Friday	Instagram	Blog	Read our blog on how to keep your...	/blog/keeping-customers-happy	Download	Download our customer service package guide	/download/customer-service-guide	Y	N	International Happiness Day	Use positive imagery across both posts
.....	Monday	Instagram										
		Facebook										
		Twitter										
		LinkedIn										
.....	Tuesday	Instagram										
		Facebook										
		Twitter										
		LinkedIn										
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		LinkedIn										
.....	Saturday	Instagram										
		Facebook										
		Twitter										
		LinkedIn										
.....	Sunday	Instagram										
		Facebook										
		Twitter										
		LinkedIn										

If you would like support investigating your brand further, creating brand guidelines for your business or are considering a rebrand, please get in touch hello@ginger-root.co.uk

