# SOCIAL MEDIA CONTENT CALENDAR - GUIDE + TIPS

**Are you struggling to come up with engaging content that converts?**

**The key is to have clear goals, that are aligned to your business goals and plan your content in advance.**

**Start simple, learn and grow!**

STEP BY STEP GUIDE

**Step by step guide to creating your social media calendar**

Step 1: Set your goals

Step 2: Define broad themes that you want to focus i.e., a new service or product or an area in your business you want to grow

Step 3: Decide the channels you'll leverage

Step 4: Decide how often you'll post

Step 5: Determine your post categories. We have listed categories on the next page to help you get started

Step 6: Plan & create post ideas on your calendar. We have provided a Social Media Content Calendar for you to use on page 3

Step 7: Review content/posts that perform well, monitor posting times/days that work best

Step 8: Adjust and refine

TIP

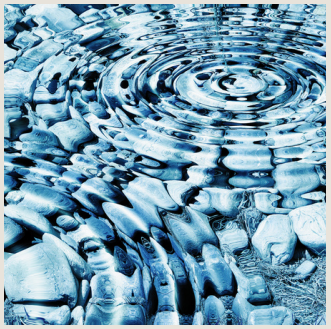
**Understand the different types of Instagram and Facebook Posts. Maximise your engagement by knowing when and how to use each one.**

Here are some:

**Instagram**
- Instagram Reels
- Single Photo Posts
- Carousel Photo Posts
- Video Posts
- Live Videos
- Instagram Stories (With or without Highlights)

**Facebook**
- Text posts
- Photo posts
- Video posts
- Facebook Live

# SOCIAL MEDIA CONTENT CALENDAR - THEMES



THEMES

BLOG POSTS
Tutorials, round-ups, videos, interviews, challenges

PROMOTIONS
Products, services bundles, specials. affiliate programs

EVENTS
Local, online, industry events, contests, public holidays

RESOURCES
Downloadables, cheatsheets, checklists, workbooks, resources, free courses,

TIPS
Business tips to running a business, general tips etc

INTERACTIVE
Surveys, polls, quizzes

CAMPAIGNS
Targeted campaigns, time sensitive offerings

INSPIRATION
Quotes, engaging questions, favourite tools, #MotivationMonday

YOUR STORIES
Humorous, your journey, insights, behind-the-scenes, new staff additions, wins

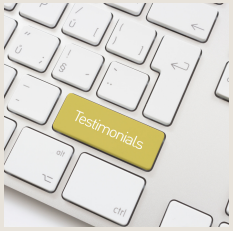
SHARE OTHER PEOPLE'S CONTENT
Articles, tutorials, tips

TRAINING
Webinars, workshops, masterclasses

TESTIMONIALS
Comments and videos from past and existing clients

# CONTENT CALENDAR

PLATFORM:
WEEK OF:

| MON | TUES | WED | THUR | FRI | SAT | SUN |
|---|---|---|---|---|---|---|
| STORIES | CALL TO ACTION | TIPS | BLOG POST | INSPIRATION | TRAINING | EVENT |
| | | | | | |  |
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| **LINKS** | | | | | | |
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| **CALL TO ACTION** | | | | | | |
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| **TYPE OF POST** | | | | | | |
| ie, story, reel etc | ie, story, reel etc | ie, story, reel etc | ie, story, reel etc | ie, story, reel etc | ie, story, reel etc | ie, story, reel etc |

EDIT IN CANVA

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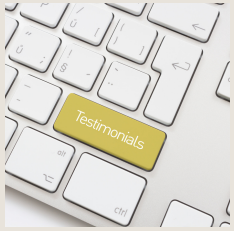
| | | | | | |  |
| CAPTION | | | | | | |
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