







Social Media Content Planner

GOAL

Try to create content for every platform.

	Sun	M	T	W	R	F	Sat
Date							
							
							
							
							
							
Extra 							

GENERAL GUIDELINES



- Videos
 - Lives
 - Edited
- Curated content
 - Blog Posts



- High-res photos
 - Product photos & BTS
 - User-generated content
- Quotes
 - Inspo or Fun Facts
- Stories
- Reels



- Storytelling
- Share how-to tutorials
- Promote a blog post
- Share a list
- Share data, research, & stats
- Share quotes & inspo
- Announce promotions
- Offer giveaways
- Intro an INSTA takeover guest
- Share news, updates, & announcements



- Infographics
- Step-by-step photo guides
 - DIYs



- Content Focused
- How-To's



- All Graphics + Links