

CONTENT & MARKETING SERIES

# Social Media Content Planner

Plan a month of content across every platform — with calendars, templates, and idea pages that turn posting from a scramble into a system.

30

DAYS PLANNED

BUILT FOR

Pinterest

Instagram

Facebook

TikTok

YouTube

Etsy

Shopify

eCommerce sellers



START HERE

## Welcome

Showing up consistently on social media is hard — not because ideas are scarce, but because there is no plan. This planner gives you the system: decide what to post, batch it ahead of time, and stop staring at a blank screen every morning.

It works the same whether you post Reels, Pins, TikToks, or YouTube videos — and whether you sell on Etsy, Shopify, or your own store. Plan once, post all month.

### What this planner helps you do

- **Get clear** on your goals, audience, and core content themes.
- **Plan ahead** with monthly calendars and weekly templates you print and reuse.
- **Never run out of ideas** using the brainstorm and idea-bank pages.
- **Improve** by tracking what performs and optimizing each month.

Work through the planning pages once (goals, pillars, audience), then live in the calendars and templates each month. Print the calendar, weekly planner, and tracking sheets as many times as you need — they are built to be reused month after month.

#### ▶ TIP

Pick one "planning day" each month to fill your calendar and batch-create posts. An hour of planning saves you hours of daily stress — and keeps your posting consistent.



WHAT'S INSIDE

# Contents

## GETTING STARTED

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◆	Platform Quick-Reference Guide	04
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## PLAN YOUR FOUNDATION

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01	Social Media Goals	05
02	Content Pillar Planning	06
03	Audience Planning Worksheet	07

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## PLAN YOUR CONTENT

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04	Monthly Content Calendar	08
05	Weekly Content Planner	09
06	Content Ideas Brainstorm — Starters	10
06	Content Ideas Brainstorm — Idea Bank	11
07	Promotional Campaign Planning	12

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## TRACK & IMPROVE

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08	Platform Tracking Sheets	13
09	Content Performance Review	14
10	Monthly Optimization Plan	15

---

## BONUS TOOLS

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◆	Hashtag & Keyword Bank	16
◆	Content Batching Workflow & Checklist	17

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## GETTING STARTED

## Platform Quick-Reference Guide

Each platform rewards different content and posting rhythms. Use this as a starting guide — then let your own tracking (Section 08) tell you what actually works for your audience.

PLATFORM	BEST CONTENT	SUGGESTED FREQUENCY	STRENGTH
<b>Pinterest</b>	Vertical pins, how-tos, product links	5–15 pins / week	Search & long shelf life
<b>Instagram</b>	Reels, carousels, stories	3–5 posts / week	Discovery & community
<b>TikTok</b>	Short, authentic video	3–7 videos / week	Fast reach & virality
<b>Facebook</b>	Updates, groups, events	3–5 posts / week	Older & local audiences
<b>YouTube</b>	Long video + Shorts	1–2 videos / week	Authority & evergreen
<b>Etsy / Shopify</b>	Product photos, SEO listings, email	Ongoing	Where the sale happens

### ◆ START SMALL

You do not need to be on every platform. **Pick 1–2 where your audience already is** and post consistently. One strong channel beats five neglected ones — and your store or Etsy shop is always the destination they all point to.

### ▶ TIP

Create content once, then repurpose it everywhere. One short video becomes a Reel, a TikTok, a YouTube Short, and a Pin. Plan the idea once; adapt the format per platform.

# 01 PLAN YOUR FOUNDATION Social Media Goals

Content without a goal is just noise. Before you plan a single post, decide what you want social media to *do* for your business — then attach a number so you can tell if it is working.

→ **HOW TO USE THIS PAGE**

Set 3–4 goals. For each, write **why** it matters, the **metric** you will watch, and a realistic **target** for the next 90 days. Tie goals to your business, not just vanity numbers.

**EXAMPLE — BLOOM & CO.**

GOAL	WHY IT MATTERS	METRIC	90-DAY TARGET
Grow brand awareness	More people discover the shop	Reach / followers	+1,500
Drive store traffic	Turn followers into visitors	Link clicks	600 / mo
Build the email list	Own the audience	New subscribers	+450
Increase sales	Content that converts	Sales from social	\$2,000 / mo

**YOUR TURN — FILL THIS IN**

GOAL	WHY IT MATTERS	METRIC	90-DAY TARGET

**REFLECTION QUESTIONS**

What is the **ONE** thing you most want social media to achieve this quarter?

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How will you know it is working — what number will you watch?

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**TIP**

Pick goals you can actually influence with content. "Get more sales" is vague; "drive 600 link clicks to my shop each month" is something a plan can deliver.

02

PLAN YOUR FOUNDATION

# Content Pillar Planning

Content pillars are the 3–5 core themes you post about again and again. They keep your feed focused, make planning fast, and help your audience know what you are about.

→ HOW TO USE THIS PAGE

Choose 4–5 pillars that mix value and promotion. A balanced rule of thumb: mostly **helpful or entertaining** content, with a smaller share that directly **sells**. Assign roughly what % of your posts each pillar gets.

EXAMPLE — BLOOM & CO.

Bloom & Co. (a small plant & home-goods shop) uses five pillars:

Educate · plant care tips

Inspire · styling ideas

Behind the scenes

Promote · products & sales

Community · customer features

Roughly 80% adds value (educate, inspire, behind-the-scenes, community) and 20% promotes — so it never feels like constant selling.

YOUR TURN — FILL THIS IN

PILLAR (THEME)	WHAT IT COVERS	EXAMPLE POST IDEAS	% OF POSTS

🔍 REFLECTION QUESTIONS

Which pillar will your audience value most — and which comes most naturally to you?

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▶ TIP

Color-code your pillars and use the same colors on your calendar. One glance shows whether your month is balanced or all sales pitches.

03

PLAN YOUR FOUNDATION

# Audience Planning Worksheet

The clearer you are on who you are talking to, the easier every post becomes. Build a simple picture of your ideal customer — their world, their problems, and where they spend time online.

**EXAMPLE — BLOOM & CO.**

**Bloom & Co.'s audience:** busy renters aged 25–40 who love a cozy home but kill their plants. They want easy, low-maintenance greenery and styling confidence. They scroll Instagram and Pinterest in the evening and respond to short how-to videos.

YOUR IDEAL CUSTOMER

QUESTION	YOUR ANSWER
Who are they? (age, life stage, interests)	
What problem do they want solved?	
What do they secretly wish for?	
Where do they spend time online?	
What content do they already engage with?	
How does your product help them?	

**REFLECTION QUESTIONS**

Write one sentence describing your ideal customer, as if introducing a friend:

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**TIP**

Write to one person, not a crowd. "You" in your captions should feel like it is speaking to a single real customer — that is what makes content connect.

# 04 PLAN YOUR CONTENT Monthly Content Calendar

This is your command center. Map a full month of posts at a glance so you are never guessing what to share. Print one for each month.

**MONTH**  
\_\_\_\_\_

**MONTHLY FOCUS / THEME**  
\_\_\_\_\_

**MAIN GOAL**  
\_\_\_\_\_

- Educate
- Promote
- Inspire
- Behind-the-scenes
- Community

– jot the post idea in each day; mark the pillar with a dot or color.

SUN	MON	TUE	WED	THU	FRI	SAT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**▶ TIP**  
Plan themes by week: e.g. Week 1 educate, Week 2 launch a product, Week 3 social proof, Week 4 community. Batch-create everything in one sitting, then schedule it.

**05** PLAN YOUR CONTENT  
**Weekly Content Planner**

Zoom in from the month to the week. Plan each day's post in detail — platform, format, topic, and call to action — so creating and scheduling is quick.

WEEK OF \_\_\_\_\_

WEEKLY FOCUS \_\_\_\_\_

POSTING GOAL \_\_\_\_\_

**EXAMPLE — BLOOM & CO.**

**Example row** — Mon · Instagram · Reel · "3 plants that survive low light" · CTA: *Save this & shop the link* · 6:00 PM

DAY	PLATFORM	FORMAT	TOPIC / CAPTION IDEA	CALL TO ACTION	TIME
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

▶ **TIP**

Decide the call to action before you write the caption. Every post should ask for one thing: save, comment, click, or shop. No CTA, no result.

**06**

PLAN YOUR CONTENT

# Content Ideas Brainstorm

Never sit down to a blank screen again. Use these idea starters as launch points — pick a type, plug in your topic, and you have a post. Jot ideas on the lines as they come.

**1 · Educational / How-to**

e.g. "3 ways to style a shelf"

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**2 · Behind the scenes**

e.g. how a product is made

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**3 · Product spotlight**

e.g. your best seller + why

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**4 · Social proof**

e.g. a customer review or photo

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**5 · Engagement question**

e.g. "this or that?" poll

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**6 · Story / personal**

e.g. why you started

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**7 · Tips & lists**

e.g. "5 mistakes to avoid"

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**8 · Trending / seasonal**

e.g. tie a product to a holiday

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▶ **TIP**

Keep a running notes app on your phone for ideas as they strike. Then transfer the best ones here on planning day — a full idea bank makes batching effortless.

**06** PLAN YOUR CONTENT  
**Content Ideas Brainstorm**

Dump every idea here — no filtering. A stocked idea bank means you always have something to post. Aim to fill all the lines before your next planning day.

IDEA BANK — CAPTURE 20+ IDEAS

1	_____	1	_____
2	_____	2	_____
3	_____	3	_____
4	_____	4	_____
5	_____	5	_____
6	_____	6	_____
7	_____	7	_____
8	_____	8	_____
9	_____	9	_____
10	_____	10	_____
11	_____	11	_____
12	_____	12	_____

**Repurpose One Idea Everywhere**

Take a single idea and adapt it for each platform — one idea, a week of content.

IDEA	INSTAGRAM	TIKTOK	PINTEREST	YOUTUBE / EMAIL

**▶ TIP**  
 One strong idea is worth five posts. Film a how-to once, then cut it into a Reel, a TikTok, a Short, a Pin, and a tip email. Plan the idea; adapt the format.

# 07 PLAN YOUR CONTENT

## Promotional Campaign Planning

Launches and sales deserve their own plan. Map your campaign in three phases — build interest, launch, then create urgency — so the promotion feels intentional, not random.

<b>CAMPAIGN NAME</b> _____	<b>DATES</b> _____	<b>THE OFFER</b> _____
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**EXAMPLE — BLOOM & CO.**

**Bloom & Co. "Spring Refresh" sale:** Goal — clear winter stock & grow email. Offer — 20% off + free care guide. Phase 1 tease ("something's coming"), Phase 2 launch day post + email, Phase 3 "last 24 hours" reminder.

PHASE	DATES	PLATFORMS	CONTENT / POSTS PLANNED
1 · Tease / build-up			
2 · Launch			
3 · Last call / urgency			

### Campaign Checklist

Graphics created	Captions written	Email drafted	Link / promo ready	Posts scheduled	Results tracked
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**▶ TIP**

Start teasing 3-5 days before launch. Anticipation does half the selling — by launch day your audience is already waiting to buy.

# 08 TRACK & IMPROVE Platform Tracking Sheets

At the end of each month, record the key numbers for every platform you use. Tracking over time shows which platforms are growing and earning your effort. Print one sheet per month.

MONTH

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POSTS PUBLISHED

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BIGGEST WIN

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**EXAMPLE — BLOOM & CO.**

PLATFORM	FOLLOWERS	GROWTH	REACH	ENGAGEMENT
Instagram	5,140	+320	28,400	4.1%
Pinterest	2,520	+220	61,000	1.8%

Pinterest reaches far more people; Instagram engages them more deeply. Different jobs — track both to know where to lean in.

YOUR MONTHLY PLATFORM NUMBERS

PLATFORM	FOLLOWERS	GROWTH	POSTS	REACH / VIEWS	ENGAGEMENT	TOP POST
Instagram						
Pinterest						
TikTok						
Facebook						
YouTube						

**▶ TIP**

Watch engagement and reach, not just follower count. A platform with fewer followers but higher engagement is often driving more real business.

# 09 TRACK & IMPROVE Content Performance Review

Look back at what you posted and let the results teach you. Identifying your top and weakest posts shows you exactly what to make more — and less — of.

**EXAMPLE — BLOOM & CO.**

TOP POST	PLATFORM	FORMAT	REACH	WHY IT WORKED
"3 low-light plants"	Instagram	Reel	12,800	Solved a real problem fast
Repotting tutorial	TikTok	Video	9,400	Satisfying + saveable

YOUR TOP POSTS THIS MONTH

TOP POST	PLATFORM	FORMAT	REACH	WHY IT WORKED

**REFLECTION QUESTIONS**

What did your best-performing posts have in common (topic, format, hook)?

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Which post flopped — and what will you do differently?

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**▶ TIP**  
Your audience votes with saves, shares, and clicks. When a post wins, do not just celebrate it — make three more like it next month.

# 10 TRACK & IMPROVE Monthly Optimization Plan

Turn this month's lessons into next month's plan. Decide what to do more of, what to drop, and one new thing to test — then commit to a focus.

**EXAMPLE — BLOOM & CO.**

**Bloom & Co. next month:** Do more short how-to Reels (best reach). Do less low-engagement product-only posts. Try a weekly "plant Q&A" story. Focus: grow saves & shares.

◆ DO MORE OF

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◆ DO LESS OF

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◆ TRY SOMETHING NEW

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🔍 REFLECTION QUESTIONS

What is your ONE main content focus for next month?

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What is the first action you will take to make it happen?

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▶ TIP

Change one thing at a time. If you overhaul everything at once, you will not know what worked. Small, tested tweaks compound into big growth.



BONUS TOOLS

# Hashtag & Keyword Bank

Save your best hashtags and keywords here so you are not reinventing them every post. Mix broad, niche, and branded tags — and reuse keyword phrases in your Pinterest pins and Etsy/Shopify listings.

◆ THE HASHTAG MIX

A good mix per post: a few **broad** tags (large, competitive), several **niche** tags (smaller, targeted — where you actually get found), and one **branded** tag of your own.

### Hashtag Sets (Instagram / TikTok)

SET NAME / THEME	HASHTAGS
Broad	
Niche	
Branded	
Seasonal / campaign	

### Keyword Phrases (Pinterest / Etsy / Shopify SEO)

Words your customer would actually type to find you — use them in titles, pins, and descriptions.

1 _____	1 _____
2 _____	2 _____
3 _____	3 _____
4 _____	4 _____
5 _____	5 _____

▶ TIP

Refresh your hashtag sets every month or two. Tags get stale and over-used — rotating them keeps your reach from going flat.



## BONUS TOOLS

## Content Batching Workflow

Batching — doing one type of task in one sitting — is the secret to consistency. Instead of creating posts daily, plan and produce them all on one focused day.

### The 4-Step Monthly Workflow

STEP	WHAT YOU DO	WHEN
1 · Plan	Fill the calendar & pick ideas from your idea bank	Planning day
2 · Create	Batch-shoot photos/video & write captions	1-2 sittings
3 · Schedule	Load posts into a scheduler for the month	Same week
4 · Engage	Reply to comments & DMs daily (10 min)	Daily

### Pre-Post Checklist

Hook in first line

Clear call to action

Hashtags / keywords

Link correct

On-brand visuals

Spell-checked

Best posting time

#### 📌 MY BATCHING DAY

Which day and time will be your monthly batching session?

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#### ▶ TIP

Schedule your batching day on the calendar like a real appointment. Protected time is what turns "I should post more" into a system that actually runs.



WRAP-UP

## Plan It Once, Post All Month

You now have everything you need to run your social media like a system instead of a scramble: clear goals, defined pillars, a known audience, full calendars, idea banks, and a way to track and improve.

### Your Monthly Rhythm

#### ◆ PLAN

Fill the calendar & pull ideas on planning day.

#### ◆ CREATE & POST

Batch, schedule, and engage daily.

#### ◆ REVIEW

Track results & optimize for next month.

*"Consistency beats perfection.*

*The business that shows up is the one that gets remembered."*

*Print the calendar, weekly planner, and tracking sheets fresh each month — and let your content compound.*