MARKET & SELL

SOCIAL MEDIA CONTENT PLANNER

Plan purposeful content, consistent execution, and measurable progress.

2026 EDITION • PRACTICAL BUSINESS RESOURCE

01 / STRATEGY SNAPSHOT

Define the Purpose Before the Posts

Connect social media activity to a business objective, a priority audience, and a clear customer action. Content volume without strategic purpose creates activity rather than progress.

Planning period and primary business objective

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_____

Priority audience and customer need

_____

_____

Strategic choice	Decision
Primary social media objective	
Desired audience action	
Core value proposition	
Priority offer or initiative	
Primary platforms	
Content publishing capacity	
Engagement response standard	
Primary success measure	

Planning rule: Every planned post should serve an audience need, advance a defined relationship or business objective, and have an accountable owner.

02 / AUDIENCE

Plan for the People You Intend to Reach

Describe the priority audience using customer evidence. Focus on the questions, situations, language, and decisions that content can genuinely help address.

Audience dimension	Evidence-based description
Priority segment	
Situation or trigger	
Customer goal	
Questions and uncertainties	
Barriers and objections	
Trusted sources and voices	
Preferred content behavior	
Active platforms and communities	
Desired next action	
What earns or damages trust	

Evidence used

☐ Customer interviews ☐ Sales / service conversations ☐ Platform analytics ☐ Search research ☐ Community observation ☐ Other: _____

Most important audience insight for this planning period

_____

_____

03 / PLATFORM ROLES

Give Each Platform a Defined Job

Do not duplicate content everywhere by default. Define the audience, journey role, content behavior, publishing capacity, and conversion path for each selected platform.

Platform	Audience	Journey role	Best-fit formats	Cadence	Conversion path	Decision
LinkedIn						Invest / Test / Maintain / Stop
Instagram						Invest / Test / Maintain / Stop
Facebook						Invest / Test / Maintain / Stop
YouTube						Invest / Test / Maintain / Stop
TikTok						Invest / Test / Maintain / Stop
X / Threads						Invest / Test / Maintain / Stop
Pinterest						Invest / Test / Maintain / Stop
Other						Invest / Test / Maintain / Stop

Channel selection checks

- ☐ The priority audience uses the platform in a relevant context.
- ☐ The team can produce the required formats consistently.
- ☐ Content can support a defined journey stage and next action.
- ☐ The platform’s role differs meaningfully from the rest of the portfolio.
- ☐ Performance can be measured and reviewed against a business objective.
- ☐ The organization can respond to comments, messages, risk, and service issues.

Platforms intentionally excluded and why

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04 / CONTENT SYSTEM

Define the Content Pillars

Content pillars create strategic consistency without forcing repetitive posts. Each pillar should connect audience needs, organizational expertise, proof, and a business purpose.

Pillar	Audience question	Purpose	Proof / expertise	Primary formats	CTA
1					
2					
3					
4					
5					

Content balance

Content role	Target share	Examples
Educate / clarify	___%	Guides, explanations, frameworks, demonstrations
Build trust / proof	___%	Case studies, results, process, testimonials, evidence
Engage / learn	___%	Questions, conversations, observations, community input
Convert / invite	___%	Offers, events, downloads, consultations, product actions
Retain / support	___%	Onboarding, customer education, updates, success guidance

05 / MESSAGES

Build a Reusable Message Bank

Prepare approved messages, proof, calls to action, and responses before production. This improves consistency while leaving room for platform-native expression.

Message element	Working language
Core brand promise	
Priority customer problem	
Primary benefit	
Distinct point of view	
Reasons to believe	
Common objection and response	
Primary call to action	
Secondary call to action	
Words or claims to avoid	

Hook and headline bank

No.	Hook, question, or opening line	Pillar / objective
1		
2		
3		
4		
5		
6		

06 / MONTHLY PLAN

Build the Content Calendar

Plan the month around business priorities, campaigns, audience needs, and production capacity. Confirm owners and assets before assigning publication dates.

Week	Business priority	Audience focus	Content theme	Campaign / offer	Primary measure
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					

Monthly publishing calendar

Date	Platform	Pillar	Format	Topic / working title	CTA	Owner	Status

07.1 / WEEKLY PLAN

Week 1 Content Plan

Translate the monthly priorities into a realistic production and publishing schedule. Confirm the objective, asset, caption, link, owner, approval, and engagement coverage for each post.

Day / date	Platform	Pillar	Format	Topic / message	CTA / link	Owner	Status
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							

Production and engagement commitments

Commitment	Owner	Due / coverage	Notes
Create / source assets			
Draft captions / scripts			
Review claims / links			
Approve and schedule			
Monitor and respond			
Capture learning			

This week’s single most important audience or business outcome

_____

07.2 / WEEKLY PLAN

Week 2 Content Plan

Translate the monthly priorities into a realistic production and publishing schedule. Confirm the objective, asset, caption, link, owner, approval, and engagement coverage for each post.

Day / date	Platform	Pillar	Format	Topic / message	CTA / link	Owner	Status
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							

Production and engagement commitments

Commitment	Owner	Due / coverage	Notes
Create / source assets			
Draft captions / scripts			
Review claims / links			
Approve and schedule			
Monitor and respond			
Capture learning			

This week’s single most important audience or business outcome

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07.3 / WEEKLY PLAN

Week 3 Content Plan

Translate the monthly priorities into a realistic production and publishing schedule. Confirm the objective, asset, caption, link, owner, approval, and engagement coverage for each post.

Day / date	Platform	Pillar	Format	Topic / message	CTA / link	Owner	Status
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							

Production and engagement commitments

Commitment	Owner	Due / coverage	Notes
Create / source assets			
Draft captions / scripts			
Review claims / links			
Approve and schedule			
Monitor and respond			
Capture learning			

This week’s single most important audience or business outcome

_____

07.4 / WEEKLY PLAN

Week 4 Content Plan

Translate the monthly priorities into a realistic production and publishing schedule. Confirm the objective, asset, caption, link, owner, approval, and engagement coverage for each post.

Day / date	Platform	Pillar	Format	Topic / message	CTA / link	Owner	Status
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Saturday							
Sunday							

Production and engagement commitments

Commitment	Owner	Due / coverage	Notes
Create / source assets			
Draft captions / scripts			
Review claims / links			
Approve and schedule			
Monitor and respond			
Capture learning			

This week’s single most important audience or business outcome

_____

08 / POST BRIEF

Develop High-Quality Individual Posts

Use a brief for important posts, campaigns, videos, collaborations, sensitive topics, or content requiring claims, approvals, and multiple production steps.

Brief element	Plan
Platform and publication date	
Audience and journey stage	
Content pillar and objective	
Working hook or headline	
Key message	
Supporting proof or example	
Format and production requirements	
Caption, script, or structure	
Call to action and destination	
Accessibility requirements	
Review or approval needed	
Success measure	

Pre-publication check

☐ Accurate ☐ On-brand ☐ Audience-relevant ☐ Accessible ☐ Rights cleared ☐ Links tested ☐ Tracking applied ☐ Approved

09 / CAMPAIGN PLAN

Coordinate Multi-Post Campaigns

A campaign should coordinate a defined objective, audience, offer, message sequence, assets, timing, conversion path, budget, and measurement.

Campaign field	Plan
Campaign name and period	
Objective and target	
Priority audience	
Offer or central idea	
Message sequence	
Platforms and roles	
Required assets	
Conversion path	
Engagement and response plan	
Budget and owner	
Success and stop criteria	

Campaign content sequence

Phase	Purpose	Content / asset	Date	Owner
Tease / prepare				
Launch				
Educate / prove				
Remind / convert				
Follow up / retain				

10 / COMMUNITY MANAGEMENT

Plan Engagement, Response, and Escalation

Social media is a service and relationship channel as well as a publishing channel. Define response standards, ownership, and escalation before issues arise.

Interaction	Response standard	Owner	Escalation trigger	Target time
Positive comment				
Question or information request				
Sales inquiry				
Service complaint				
Misinformation or correction				
Harassment or prohibited content				
Privacy, safety, legal, or reputational risk				

Community listening log

Date	Theme / signal	Customer language	Action / owner

11 / MEASUREMENT

Measure Meaningful Progress

Separate activity from outcomes. Select measures that connect content performance to audience behavior, customer progress, conversion, retention, or useful market learning.

Objective	Metric	Definition / source	Baseline	Target	Cadence	Owner
Awareness						
Engagement quality						
Audience growth						
Traffic / discovery						
Lead / conversion						
Customer support						
Retention / advocacy						

Monthly review

Review question	Decision
What meaningfully advanced the audience or business objective?	
Which themes, formats, and platforms earned quality attention?	
What questions, objections, or customer language emerged?	
What should be repeated, improved, tested, paused, or stopped?	
What changes will be made next month?	

12 / IMPROVEMENT

Build the 90-Day Content Plan

Use the first 90 days to establish a reliable publishing and learning system. Improve through controlled tests rather than changing the entire strategy after individual posts.

Period	Strategic focus	System deliverables	Audience / content test	Success measure
Days 1-30				
Days 31-60				
Days 61-90				

Experiment register

Hypothesis	Variable	Control / comparison	Measure	Result / decision

First content-system improvement to complete within 7 days

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13 / REFERENCE NOTES

Use Guidance

Use this planner with your marketing strategy, customer journey, campaign calendar, brand standards, and measurement plan. Adapt cadence to available capacity and protect content quality, accuracy, accessibility, and audience trust.

Recommended workflow

Step	Working action
01	Confirm the business objective and priority audience.
02	Assign a distinct role to each selected platform.
03	Define content pillars, message bank, and content balance.
04	Build the monthly plan and four weekly schedules.
05	Brief, create, review, approve, schedule, and publish.
06	Engage, listen, escalate, and record audience learning.
07	Review performance monthly and improve the next cycle.

Quality check

- ☐ Content supports a defined audience and business objective.
- ☐ Each platform has a distinct purpose and manageable cadence.
- ☐ Content pillars balance education, trust, engagement, conversion, and retention.
- ☐ Owners, approvals, rights, accessibility, and links are confirmed.
- ☐ Community responses and escalation standards are documented.
- ☐ Measures distinguish useful outcomes from superficial activity.
- ☐ The 90-day plan uses evidence and controlled improvement.

Important: This planner provides general business-planning guidance. Confirm platform rules, advertising disclosures, intellectual-property rights, privacy and consent practices, accessibility, claims, and other legal or regulatory requirements for your markets.

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