



SOCIAL MEDIA PLANNER

MANAGE YOUR SOCIAL MEDIA LIKE A PRO

WEEKLY & MONTHLY
GOAL PLANNER

WEEKLY CONTENT
PLANNER

SOCIAL MEDIA
DAILY CHECKLIST

SOCIAL MEDIA
FOLLOWERS TRACKER





MONTH

MONTHLY GOALS

HOLIDAYS, EVENTS, SPECIAL OCCASIONS

DATE:	EVENT:
DATE:	EVENT:
DATE:	EVENT:
DATE:	EVENT:
DATE:	EVENT:
DATE:	EVENT:

THIS MONTH'S SPECIAL HASHTAGS

HASHTAG:	OCCASION:
HASHTAG:	OCCASION:
HASHTAG:	OCCASION:
HASHTAG:	OCCASION:
HASHTAG:	OCCASION:
HASHTAG:	OCCASION:

MONTHLY GOALS

GOAL	GOAL
GOAL	GOAL
GOAL	GOAL
GOAL	GOAL
GOAL	GOAL

ACTIONS



WEEK OF

Empty box for week information

WEEKLY GOALS

HOLIDAYS, EVENTS, SPECIAL OCCASIONS

DATE: _____ EVENT: _____

DATE: _____ EVENT: _____

DATE: _____ EVENT: _____

DATE: _____ EVENT: _____

DATE: _____ EVENT: _____

DATE: _____ EVENT: _____

THIS WEEK'S SPECIAL HASHTAGS

HASHTAG: _____ OCCASION: _____

HASHTAG: _____ OCCASION: _____

HASHTAG: _____ OCCASION: _____

HASHTAG: _____ OCCASION: _____

HASHTAG: _____ OCCASION: _____

HASHTAG: _____ OCCASION: _____

WEEKLY GOALS

GOAL _____	GOAL _____
GOAL _____	GOAL _____
GOAL _____	GOAL _____
GOAL _____	GOAL _____
GOAL _____	GOAL _____

ACTIONS

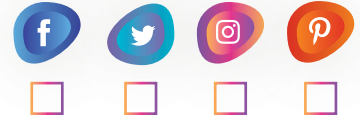


WEEK OF

WEEKLY CONTENT PLANNER

WRITE DOWN CONTENT THEMES AND IDEAS FOR EACH DAY. FOR OPTIMAL RESULTS, PRINT OUT 1 PAGE FOR EACH WEEK AT THE BEGINNING OF THE MONTH.

MONDAY



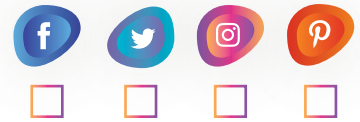
TUESDAY



WEDNESDAY



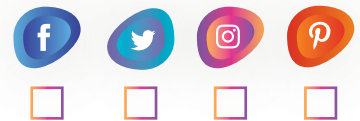
THURSDAY



FRIDAY



SATURDAY



SUNDAY





Best Times To Post

Best Times: Wednesday 11am & 1pm

Best Day: Wednesday

Best Engagement: Weekdays 9am-3pm

Worst Day: Sunday

Lowest Engagement: Before 7am & After 5pm

Things To Remember

Keep it Simple: Several different hashtags for single topic can confuse users.

Avoid Punctuation & Spaces: Hashtags will not pick up spaces or punctuation.

Incorporate Hashtags Into Sentences

WEEK OF

Daily Tasks

New Post: 1-2 times/day

Respond to Comments & DM's: daily

Follow Accounts : 5-10 per day

Like Content: 10-15 per day

Leave Comments: 5-10 posts/day

Weekly Tasks

Monitor Your Followers: Keep track weekly

Run Social Media Analysis: Weekly

Engage with Marketing Partners: Weekly

Discuss Tactics with Your Team: Weekly

Prepare Next Week's Content: Weekly

DAY	CAPTION	IMAGE	TIME	COMPLETED
MONDAY				<input type="checkbox"/>
TUESDAY				<input type="checkbox"/>
WEDNESDAY				<input type="checkbox"/>
THURSDAY				<input type="checkbox"/>
FRIDAY				<input type="checkbox"/>
SATURDAY				<input type="checkbox"/>
SUNDAY				<input type="checkbox"/>



Best Times To Post

Best Times: Wednesday 11am & 1pm

Best Day: Wednesday

Best Engagement: Weekdays 9am-3pm

Worst Day: Sunday

Lowest Engagement: Before 7am & After 5pm

Things To Remember

Use Hashtags: Instagram allows up to 30 hashtags for single post.

Avoid Punctuation & Spaces: Hashtags will not pick up spaces or punctuation.

Incorporate Hashtags Into Sentences

WEEK OF

Daily Tasks

Post to News-feed: 1-2 times/day

Post a Story: 2-5 times/day

Respond to Comments & DM's: daily

Follow Accounts : 10 per day

Like Content: 10-15 per day

Leave Comments: 20 posts/day

Weekly Tasks

Monitor Your Followers: Keep track weekly

Run Social Media Analysis: Weekly

Engage with Marketing Partners: Weekly

Discuss Tactics with Your Team: Weekly

Prepare Next Week's Content: Weekly

DAY	CAPTION	IMAGE	TIME	COMPLETED
MONDAY				<input type="checkbox"/>
TUESDAY				<input type="checkbox"/>
WEDNESDAY				<input type="checkbox"/>
THURSDAY				<input type="checkbox"/>
FRIDAY				<input type="checkbox"/>
SATURDAY				<input type="checkbox"/>
SUNDAY				<input type="checkbox"/>



Best Times To Post

Best Times: 8pm-11pm
 Best Days: Saturday & Sunday
 Best Engagement: Weekdays 8pm-11pm
 Worst Day: Weekdays during Work-hours
 Lowest Engagement: Weekdays Work-hours

Things To Remember

Pick Eye-Catching Image: Use high-quality vertical images that will stand out in feed.
Add Text Overlay: To tell a better story.
Make Your Brand A Focal Point
Do Not Rely on Audio

WEEK OF

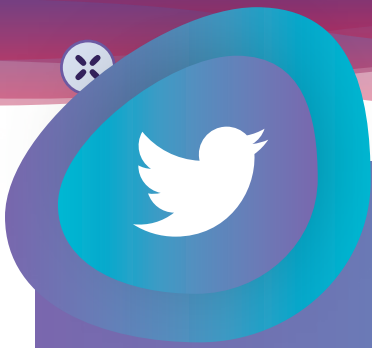
Daily Tasks

Pin New Posts: 5 per day
 Repin Old Posts: 5 per day
 Comment on Posts: 5 per day
 Join Group Board: 1 per day
 Repin Other Posts: 5-10 min per day

Weekly Tasks

Review Analysis
 Create Pinterest Friendly Images
 Review Board Covers
 Prepare Next Week's Content
 Discuss Tactics with Your Team

DAY	CAPTION	IMAGE	TIME	COMPLETED
MONDAY				<input type="checkbox"/>
TUESDAY				<input type="checkbox"/>
WEDNESDAY				<input type="checkbox"/>
THURSDAY				<input type="checkbox"/>
FRIDAY				<input type="checkbox"/>
SATURDAY				<input type="checkbox"/>
SUNDAY				<input type="checkbox"/>



Best Times To Post

Best Times: Wednesday & Friday 9am
 Best Days: Tuesday & Wednesday
 Best Engagement: Weekdays 8am-4pm
 Worst Day: Saturday
 Lowest Engagement: Before 4am & After 10pm

Things To Remember

Keep it Simple: 1-2 hashtags per tweet
 Use Images & GIFs: Whenever possible.
 Keep it Short & Sweet: 280 characters max.
 Be Conversational: This is the best way to create engagement.

WEEK OF

Daily Tasks

New Post: 1-2 times/day
 Reply to All Tweets: daily
 Follow Accounts : 10 per day
 Favorite Tweets: 10 per day
 Retweet: 3-5 tweets/day

Weekly Tasks





Monitor Your Followers: Keep track weekly
 Run Social Media Analysis: Weekly
 Engage with Marketing Partners: Weekly
 Discuss Tactics with Your Team: Weekly
 Prepare Next Week's Content: Weekly

DAY	CAPTION	IMAGE	TIME	COMPLETED
MONDAY				<input type="checkbox"/>
TUESDAY				<input type="checkbox"/>
WEDNESDAY				<input type="checkbox"/>
THURSDAY				<input type="checkbox"/>
FRIDAY				<input type="checkbox"/>
SATURDAY				<input type="checkbox"/>
SUNDAY				<input type="checkbox"/>



YEAR

SOCIAL FOLLOWERS TRACKER

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
												
												
												
												

RECORD TOTAL FOLLOWERS AT THE BEGINNING OF EACH MONTH

NOTES

WRITE YOUR NOTES AND OBSERVATIONS HERE