

Social Media Content Calendar Template

Generated by ValdanSolutions on 2025-05-11

Introduction

This social media content calendar template will help you plan, organize, and execute your social media strategy effectively. Consistent posting and strategic content planning are key to building engagement and growing your audience.

Monthly Planning Template

Week 1

Day	Content Type	Platform(s)	Topic/Theme	Visual Assets
Caption/Copy	Hashtags	Time to Post	Notes	
Monday	Educational	LinkedIn, Twitter	Industry Insights	Infographic
Draft primary message	#IndustryInsights	9:00 AM	Include statistics	
Tuesday	User Generated	Instagram, Facebook	Customer Spotlight	Customer Photos
Share customer story	#CustomerSpotlight	12:00 PM	Tag featured customers	
Wednesday	Promotional	All Platforms	Product Feature	Product Demo Video
Highlight key benefits	#ProductFeature	3:00 PM	Include CTA	
Thursday	Engagement	Twitter, Instagram	Question/Poll	Text Graphic
Ask engaging question	#JoinTheConversation	5:00 PM	Respond to all comments	
Friday	Entertainment	Instagram, TikTok	Behind the Scenes	Casual Team Video
Share company culture	#FridayFun	2:00 PM	Keep it authentic	
Saturday	Curated Content	LinkedIn, Facebook	Industry News	Article Link + Image
Comment on news item	#IndustryNews	11:00 AM	Credit original source	
Sunday	Inspirational	Instagram, Facebook	Motivational Quote	Branded Quote Image
Expand on quote meaning	#SundayInspiration	10:00 AM	Align with brand values	

Week 2

Day	Content Type	Platform(s)	Topic/Theme	Visual Assets
Caption/Copy	Hashtags	Time to Post	Notes	

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Monday	Promotional	All Platforms	Product Use Case	Tutorial Video								
Step-by-step guide	#HowTo	9:00 AM	Address common pain point									
Tuesday	Educational	LinkedIn, Twitter	Tips & Tricks	Carousel/Slideshow								
Provide valuable tips	#TuesdayTips	11:00 AM	Make tips actionable									
Wednesday	User Generated	Instagram, Facebook	Customer Review									
Customer Photo + Quote	Highlight testimonial	#CustomerLove	2:00 PM	Get permission first								
Thursday	Entertainment	Instagram, TikTok	Trending Challenge	Team Challenge Video								
Playful, on-trend copy	#TrendingNow	4:00 PM	Research relevant trends									
Friday	Engagement	Twitter, Facebook	Weekly Roundup Poll	Interactive Poll								
Ask for preferences	#FridayPoll	1:00 PM	Share results later									
Saturday	Curated Content	LinkedIn, Twitter	Industry Resource	Resource Link + Image								
Add your insights	#WeekendReading	11:00 AM	Provide added value									
Sunday	Inspirational	Instagram, Facebook	Success Story	Customer Journey Image								
Tell the story	#SuccessStory	6:00 PM	Create emotional connection									

Week 3 & 4

Continue with similar structure, varying content types and themes

Content Type Ideas

1. **Educational**: How-to guides, tips, industry insights, tutorials
2. **Promotional**: Product features, special offers, new releases, events
3. **Engagement**: Questions, polls, contests, challenges
4. **User-Generated**: Customer photos, testimonials, reviews
5. **Entertainment**: Behind-the-scenes, team spotlights, humor
6. **Inspirational**: Quotes, success stories, milestones
7. **Curated Content**: Industry news, partner highlights, relevant articles

Platform-Specific Considerations

Instagram

- **Content Formats**: Feed posts, Stories, Reels, IGTV, Guides
- **Optimal Times**: 11am-1pm, 7pm-9pm
- **Best Hashtags**: Mix of popular, niche, and branded (10-15)
- **Visual Style**: High-quality, consistent aesthetic with #6366f1 as an accent color

- **Content Formats**: Articles, documents, videos, polls
- **Optimal Times**: 8am-10am, 1pm-2pm
- **Best Hashtags**: Industry-specific, professional (3-5)
- **Visual Style**: Professional, data-driven, educational with #6366f1 for branding

Twitter

- **Content Formats**: Text, images, GIFs, polls, videos
- **Optimal Times**: 8am-10am, 12pm-1pm, 5pm-6pm
- **Best Hashtags**: Trending, relevant, concise (1-2)
- **Visual Style**: Bold, eye-catching graphics with #6366f1 for standout elements

Facebook

- **Content Formats**: Text, photos, videos, events, lives
- **Optimal Times**: 1pm-3pm, 6pm-9pm
- **Best Hashtags**: Minimal (1-2) or none
- **Visual Style**: Community-focused, engaging with #6366f1 theme elements

TikTok

- **Content Formats**: Short-form videos, challenges, trends
- **Optimal Times**: 9am, 12pm, 7pm-9pm
- **Best Hashtags**: Trending, challenge-based (3-5)
- **Visual Style**: Authentic, energetic with #6366f1 for branding moments

Color Recommendations with Your Primary Color (#6366f1)

- Use #6366f1 for branded content templates to maintain visual consistency
- Create a watermark or logo overlay in #6366f1 for all original content
- Design quote templates with #6366f1 backgrounds or accents
- Incorporate #6366f1 in call-to-action buttons for promotional posts

This template was created by Valdan Solutions. For more personalized social media strategy guidance, contact our team at [\[daniel.bhatti@valdansolutions.net\]](mailto:daniel.bhatti@valdansolutions.net)(mailto:daniel.bhatti@valdansolutions.net)