

Social Media Editorial Calendar

Page Name: Company / Page / Profile name
Page Admin: Who started this page or profile? Who's profile or email is it attached to?
Content Team: Additional content creators and page admins

This template is for creating your weekly Social Media Editorial Calendar. Once completed it can be used as a reference for creating content each week / month. It can also be used to help outsource your content or collaborate on content with your team. This template is only meant as a guide and example, and is not our actual recommendation on what content you should share for your business.

For additional support & Social Media Coaching services, please email: hello@cremacommunications.com

Page Topics	Topic 1	Topic 2	Topic 3
Insert overall topics you want to discuss on page here, for your reference	E.g. Business Related Topics	E.g. Social Media Stories	E.g. Community Involvement



WEEK 1	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Topic	Topic to post about every day of the week	e.g. Tuesday Tips for your audience	e.g. Social Media Stories around your industry	e.g. Brand Stories	e.g. Fun Social Media Stories going into the weekend	e.g. Blog Post	Take a break or a little personal message to audience
Content Type	Insert type of content you want to use here. e.g. Image, Video, Link, Poll, Text only, Shared Link	e.g. Blog post link	e.g. Video link	e.g. Testimonial image / customer review	e.g. Image link, internet meme, joke or anecdote	e.g. Blog post link	e.g. Text or image
Notes	Add any other extra notes here for your reference for you and your content team	e.g. Post our blog content and encourage comments and discussion	e.g. neat story or quick video of sharable content from other influencers	e.g. alternate weekly between testimonial and customer review	e.g. add personal message along with the link to make it relatable to audience	e.g. Interesting thoughts or stories for weekend reading	e.g. Engage users with a question or shared image

WEEK 2	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Topic	Topic to post about every day of the week	e.g. Tuesday Tips for your audience	e.g. Social Media Stories around your industry	e.g. Brand Stories	e.g. Fun Social Media Stories going into the weekend	e.g. Blog Post	Take a break or a little personal message to audience
Content Type	Insert type of content you want to use here. e.g. Image, Video, Link, Poll, Text only, Shared Link	e.g. Blog post link	e.g. Video link	e.g. Testimonial image / customer review	e.g. Image link, internet meme, joke or anecdote	e.g. Blog post link	e.g. Text or image
Notes	Add any other extra notes here for your reference for you and your content team	e.g. Post our blog content and encourage comments and discussion	e.g. neat story or quick video of sharable content from other influencers	e.g. alternate weekly between testimonial and customer review	e.g. add personal message along with the link to make it relatable to audience	e.g. Interesting thoughts or stories for weekend reading	e.g. Engage users with a question or shared image

WEEK 3	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Topic	Topic to post about every day of the week	e.g. Tuesday Tips for your audience	e.g. Social Media Stories around your industry	e.g. Brand Stories	e.g. Fun Social Media Stories going into the weekend	e.g. Blog Post	Take a break or a little personal message to audience
Content Type	Insert type of content you want to use here. e.g. Image, Video, Link, Poll, Text only, Shared Link	e.g. Blog post link	e.g. Video link	e.g. Testimonial image / customer review	e.g. Image link, internet meme, joke or anecdote	e.g. Blog post link	e.g. Text or image
Notes	Add any other extra notes here for your reference for you and your content team	e.g. Post our blog content and encourage comments and discussion	e.g. neat story or quick video of sharable content from other influencers	e.g. alternate weekly between testimonial and customer review	e.g. add personal message along with the link to make it relatable to audience	e.g. Interesting thoughts or stories for weekend reading	e.g. Engage users with a question or shared image

WEEK 4	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Topic	Topic to post about every day of the week	e.g. Tuesday Tips for your audience	e.g. Social Media Stories around your industry	e.g. Brand Stories	e.g. Fun Social Media Stories going into the weekend	e.g. Blog Post	Take a break or a little personal message to audience
Content Type	Insert type of content you want to use here. e.g. Image, Video, Link, Poll, Text only, Shared Link	e.g. Blog post link	e.g. Video link	e.g. Testimonial image / customer review	e.g. Image link, internet meme, joke or anecdote	e.g. Blog post link	e.g. Text or image
Notes	Add any other extra notes here for your reference for you and your content team	e.g. Post our blog content and encourage comments and discussion	e.g. neat story or quick video of sharable content from other influencers	e.g. alternate weekly between testimonial and customer review	e.g. add personal message along with the link to make it relatable to audience	e.g. Interesting thoughts or stories for weekend reading	e.g. Engage users with a question or shared image