

Sample Social Media Content Calendar

Use this content calendar template example by setting up columns in an Excel spreadsheet or similar program in order to track upcoming events, dates, content ideas, key words, post times and specific content to post across all of your online channels.

Bonus Tip: Make your content calendar accessible to all “owners” of your social media channels in real-time so that updates can be added/deleted as needed. Platforms such as Dropbox or other cloud-based software can be useful for this.

Month/Year								
Day	Date	Notes	Facebook	Posted	Twitter	Posted	LinkedIn	Posted
Sunday	1	Staff Member Birthday Here	Happy birthday to Suzie from all of us at Company A!	8:04 a.m.	Shout out to @Suzie on her special day. Happy birthday!	7:45 a.m.	What a great article with tips on engagement: [link]	11:00 a.m.
			Join us for client appreciation day tomorrow! [link to invite]	2:30 p.m.	How are you utilizing our latest product? Show us pics!	12:30 p.m.		
					Hope to see you at our client appreciation event [link]	4:45 p.m.		
Monday	2	Client Appreciation Day	How are you kicking off this Monday? [image] #JustForFun	8:30 a.m.	Kicking off our client appreciation day! #thankyou	8:45 a.m.		
					Latest on our blog: [title and link]	1:50 p.m.		
Tuesday	3	Client Webinar	There's still time to join our webinar this afternoon [link]	9:05 a.m.	TY @Robert and @Jen for the RTs. Have a good day!	1:45 p.m.	Thanks to all who came to our event yesterday! [image]	10:30 a.m.

- Set up your calendar for one month at a time, entering all important dates and key call-outs to remember in the “notes” column.
- Use the “posted” column to track when the post went up **OR** when the post is scheduled to go up. This way, if you ever need to unschedule or edit a post, it’s easy to find.
- Use contrasting colors to easily find where you’ll need to insert links, pictures or additional event information
- Use a mix of scheduled and real-time content; always be a part of the conversation!
- Set a schedule so that there is always someone checking your social media channels for real-time conversation on a daily basis.

