

# Building Your Social Media Content Calendar:

## The Ultimate Template

### Here's how this template works:

**Channel:** These are all the social media channels your brand has a presence on — we've added a few to get you started, but feel free to add or remove them as applicable.

**Content Type:** By highlighting your content themes in different colors, you ensure diverse posts in any given week. We've organized the content buckets by:

- **Product:** Introducing a new product line or spotlighting a bestseller
- **Promotion:** Driving excitement for a new sale or promotional offer
- **Brand:** Boosting brand awareness or sharing your brand's mission and values
- **Engagement:** Engaging with your followers via polls, questions, challenges, etc.
- **Event/Holiday:** Celebrating a holiday or event

**Post format:** To keep your content production smooth, note the post format (e.g., an image, video, or infographic) in each cell.

We've added a few examples to week one — try to flesh out your calendar at least a month in advance, so you're not scrambling to photograph, film, and write the visuals and copy you need every day.

# Week 1

Month/Year:

	MON	TUE	WED	THU	FRI	SAT	SUN
Facebook	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY
Instagram	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY
Twitter	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY
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Pinterest	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY
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# Week 2

Month/Year:

	MON	TUE	WED	THU	FRI	SAT	SUN
Facebook	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY	PRODUCT PROMOTION BRAND ENGAGEMENT EVENT/HOLIDAY
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# Week 3

Month/Year:

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# Week 4

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# Week 5

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