

## Weekly Social Media Planning

Tips for planning your social media:

1. Choose your top 5 posting categories (i.e. Food, photography, family, inspirations quotes, physical fitness, yoga, educational posts, makeup, hockey, running, books worth reading, parenting tips, hair styling, business tips, fashion, jewelry, balloons, cookies, laundry, safety tips, equal rights, love for writing, dogs, cats, ice cream obsession, cigars, travel, etc.). With this list of only 5 items you need to focus on the things that YOU are passionate about. These can become a big part of your brand recognition. Choose carefully!
2. Choose a flow for the types of posts you'll want to be sharing on a regular basis. This doesn't mean that these will be your only posts, but these will become expected content by your followers with time. For example, IF you already post videos, or go live at a regularly scheduled time on FB or IG you can plan to have a preview post announcing this upcoming event early on the day on those scheduled days. Other ideas for regularly scheduled posts are: the holidays that happen to be taking place this month, trend alert in your industry, Monday (or any day) morning inspirational quote, a personal photo day every week or two (This is an important one!), one of my favourite things posts once a week or month, did you know posts with random information or info about services your business offers, funny or ironic signage posts, product review days, before and after posts, coffee reviews, wine photos, behind the scenes, call to action post, great gifts, good causes, shoppable posts (linking an cross promoting businesses you love), ask your audience posts, offer/giveaway/promotions, throwback posts, beautiful spaces, jokes or funny posts, etc.
3. Once you've chose your types of posts AND your 5 (ish) posting categories, all you have to do is drop them into your months/weeks and decide where you'll be posting each time you post. The legend in the table below stands for FB - Facebook, IG - Instagram, P - Pinterest, T - Twitter, BL - Blog. you can add LinkedIN if you desire, or any others. pop your post in the square and circle the social media medium you'll be using to post at. I like to write the date in the top right corner of each square just to keep me on track (i.e. I write a 1 in for January 1st box). Posting 3 - 5 times a week is ideal!
4. Once you've planned out a bit os a schedule, download an app like Later or Planoly, or PLANN to start scheduling out the exact content based on this schedule you've created with your categories and your flow. You can even have these apps automatically post for you and they will evaluate the best time of day to post based on your past posts. You just need to commit to taking a few hours at the end of each month to schedule your social media content in there for the following month!

**Are you running out of things to post about?** Here's a list of ideas that most businesses can use in a pinch: 1. Share a Client Testimonial, 2. Share a Fact About Something You're Selling, 3. Thank Your Customers OR Give them a Shout-Out, 4. Poll Your Audience on a Question (help them to feel involved and a part of what you're doing), 5. Direct Customer's to a Website Link, or Article, 6. Share a Professional Tip (i.e. do you sell clothing, share a 'go to' fashion tip), 7. Answer a Business Related Question that You Get Asked Often, 8. Bring Attention to an Upcoming Event or Holiday, 9. Re-Introduce Yourself, or One of Your Employees, 10. Cross-Promote A Local Business That you LOVE, 11. Share an Inspiring Quote or Moment, 12. A Favourite Things Post (choose one), 13. Promote a Contest or Giveaway to Get Customer's Sharing Your Content.

### My Weekly Social Media Planning Calendar

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
January Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
January Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
January Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
January Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
January Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
February Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
February Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
February Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
February Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
February Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
March Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
March Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
March Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
March Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
March Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
April Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
April Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
April Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
April Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
April Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
May Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
May Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
May Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
May Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
May Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
June Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
June Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
June Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
June Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
June Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
July Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
July Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
July Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
July Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
July Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
August Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
August Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
August Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
August Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
August Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
September Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
September Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
September Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
September Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
September Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
October Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
October Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
October Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL



WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
October Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
October Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
November Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
November Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
November Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
November Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
November Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL

WEEK OF	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
December Week 1	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
December Week 2	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
December Week 3	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
December Week 4	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL
December Week 5	FB	FB	FB	FB	FB	FB	FB
	IG	IG	IG	IG	IG	IG	IG
	P	P	P	P	P	P	P
	T	T	T	T	T	T	T
	BL	BL	BL	BL	BL	BL	BL