



Social Media Planning Calendar

Month:

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON				
TUE				
WED				
THUR				
FRI				
SAT				
SUN				
	Boost/ad budget:	Boost/ad budget:	Boost/ad budget:	Boost/ad budget:



Social Media Planning Calendar

Month: *August*

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
MON		<i>Link to blog post from our blog</i>		<i>Interesting fact about our organization</i>
TUE	<i>Share client story</i>		<i>Behind the scenes photo</i>	
WED		<i>Promote upcoming event</i>		<i>Feel-good photo that shows why we do what we do</i>
THUR	<i>Share post from page we follow</i>		<i>Testimonial quote with picture</i>	
FRI		<i>Link to helpful webinar</i>		<i>"Did you know" fact about our company</i>
SAT		<i>Industry article</i>	<i>Answer a customer/client FAQ</i>	
SUN	<i>Photos from recent project</i>		<i>Share Infographic</i>	<i>Industry news/video</i>
	Boost/ad budget:	Boost/ad budget:	Boost/ad budget:	Boost/ad budget: