



SOCIAL MEDIA CONTENT CALENDAR TEMPLATE

Plan, organize, and track your content across platforms.





1. Content Categories

Define your themes or types of posts for consistency and variety.

Category	Description	Notes / Content Ideas

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2. Weekly Content Planner

Use this table to schedule content across different platforms for the week.

Day	Platform(s)	Content Category	Post Caption/Topic	Status (Draft/Scheduled/Posted)
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

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3. Content Performance Tracker

Track how your content is performing to optimize your strategy.

Date	Platform	Post Type	Reach	Engagement	Clicks	Shares/Saves	Notes

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