

Weekly Social Media Content Planner

Monday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Tuesday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Wednesday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Thursday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Friday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Saturday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Sunday

Headline:

Subject matter:

Style:

Aim of post:

CTA:

Next week's ideas

Top tips

- Get clear on your goal, your audience, and what will make the right people want to buy your services.
- Pick a core theme for the week that shows your expertise and speaks to your ideal clients' needs.
- Create a simple posting schedule you can actually stick to without burning out.
- Batch-create and repurpose smartly to keep showing up without constantly starting from scratch.
- Track what gets attention from the right people and tweak your plan based on real results.

**Think
structure...**

**Have a
strong hook**

**Tell a
story**

**Visuals
matter**

**Have a Call to
Action (CTA)**

**Remember
SEO**

**Most importantly
BE YOURSELF!**

