

SOCIAL MEDIA POST PLANNER

Social Media Platform	
Content Type:	
Copywriting (caption):	
Posting Date:	Posting time:
Type of picture used:	Hashtag:

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SOCIAL MEDIA REVIEW

METRIC #01				
Platform Used	Followers Count	Average likes amount	Average comments amount	Average engagement rate

METRIC #02				
Average shares amount	Average saves amount	Average impressions	Profile visits	Website clicks

WEEKLY PLANNER

S	<input type="checkbox"/> Make <input type="checkbox"/> Post
M	<input type="checkbox"/> Make <input type="checkbox"/> Post
T	<input type="checkbox"/> Make <input type="checkbox"/> Post
W	<input type="checkbox"/> Make <input type="checkbox"/> Post
T	<input type="checkbox"/> Make <input type="checkbox"/> Post
F	<input type="checkbox"/> Make <input type="checkbox"/> Post
S	<input type="checkbox"/> Make <input type="checkbox"/> Post

CONTENT PLANNER

Post:	
Subject:	
Category:	
Goal:	
Date:	<input type="checkbox"/> Single Post <input type="checkbox"/> Series

PLATFORM:

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Whatsapp |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Tiktok |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Youtube | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Email |

Notes and description

Tags and links

Outcome

SOCIAL MEDIA REVIEW

Platform:
Username:
Password:
Associated Emails:
Devices used to log in:

About the account:

CONNECTED SOCIAL MEDIA:

- | | | |
|------------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Youtube | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Whatsapp | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Tiktok | <input type="checkbox"/> Email |

ANNUAL OVERVIEW

January

February

March

April

May

June

July

August

September

October

November

December

HOLIDAY HASHTAGS

MONTH:		
Date:	Holiday	Hashtag

MONTH:		
Date:	Holiday	Hashtag

MONTH:		
Date:	Holiday	Hashtag

LIFESTYLE POSTS

Task	Description	Hashtag
Travel		#
		#
Hobbies		#
		#
Family		#
		#
Pets		#
		#

Task	Description	Hashtag
Travel		#
		#
Hobbies		#
		#
Family		#
		#
Pets		#
		#