



SOCIAL MEDIA
PLANNING

DATE	OUTLET	CATEGORY/TOPIC	TITLE/HASHTAGS
/	blog post instagram facebook newsletter		
/	blog post instagram facebook newsletter		
/	blog post instagram facebook newsletter		
/	blog post instagram facebook newsletter		
/	blog post instagram facebook newsletter		
/	blog post instagram facebook newsletter		
/	blog post instagram facebook newsletter		

:: 1/2 PER DAY (1-4PM)
 :: 5X PER DAY (1-3PM)
 :: 1/2 PER DAY (9-10, 5PM)
 :: 10 PER DAY (PM/WKD)

FACEBOOK

- relevant / creative articles
- business related (sneak peeks)
- motivation quotes from others
- personal posts
- shoutout to other businesses
- questions/learning

PINTEREST

- useful boards in niche
- tips/tools within industry
- repin/pin from my website
- organize boards
- create seasonal boards
- share recent pins

INSTAGRAM

- inspiration/quotes
- personal post/ask questions
- behind the scenes (stories)
- business tips/tools
- projects/past work
- sneak peeks

OTHER

- giveaway or freebie
- local events
- old popular content
- recommendations
- question/polls/advice
- round-ups

SOCIAL MEDIA
STATISTICS

INSTA GRAM	<i>starting</i>	<i>month goal</i>	<i># of posts</i>	<i># of comments</i>	<i>most likes</i>	<i>clicks to site</i>	<i>new followers</i>
---------------	-----------------	-------------------	-------------------	----------------------	-------------------	-----------------------	----------------------

FACE BOOK	<i>starting</i>	<i>month goal</i>	<i># of posts</i>	<i># of shares</i>	<i>total reach</i>	<i>clicks to site</i>	<i>new followers</i>
--------------	-----------------	-------------------	-------------------	--------------------	--------------------	-----------------------	----------------------

NEWSL ETTER	<i>starting</i>	<i>month goal</i>	<i># of emails</i>	<i># of opens</i>	<i># unsubscribed</i>	<i>clicks to site</i>	<i>new sign-ups</i>
----------------	-----------------	-------------------	--------------------	-------------------	-----------------------	-----------------------	---------------------

PINTE REST	<i>starting</i>	<i>month goal</i>	<i># of pins</i>	<i># of repins</i>	<i>most repins</i>	<i>clicks to site</i>	<i>new followers</i>
---------------	-----------------	-------------------	------------------	--------------------	--------------------	-----------------------	----------------------

TWIT TER	<i>starting</i>	<i>month goal</i>	<i># of tweets</i>	<i># of retweets</i>	<i># mentions</i>	<i>clicks to site</i>	<i>new followers</i>
-------------	-----------------	-------------------	--------------------	----------------------	-------------------	-----------------------	----------------------

T R A F F I C

SESSIONS
PAGE VIEWS
DURATION
BOUNCE RATE
NEW SESSION

I N C O M E

LAST MONTH
DEPOSITS
INVOICES
OTHER
TOTAL

R A N K I N G

GOOGLE PAGE
GLOBAL ALEXA
US ALEXA RANK
TOP KEYWORD
OTHERS

notes

{for next month/need to improve}

Empty rectangular box for user input.

SOCIAL MEDIA
POST IDEAS

H A S H T A G S

P O P U L A R		T A R G E T E D
---------------------------------	--	--------------------------------------

P O S T I D E A S

<i>personal</i>	<i>motivational</i>	<i>promot your biz</i>
<i>ask a question</i>	<i>styled graphic</i>	<i>short video</i>
<i>fun fact</i>	<i>trening topic</i>	<i>tips or tools</i>

Empty rectangular box for user input.

SOCIAL MEDIA
CALENDAR

Row 1: Six trapezoidal shapes with a light blue bottom-left corner and a diagonal line. Week 01 label on the right.

Row 2: Six trapezoidal shapes with a light blue bottom-left corner and a diagonal line. Week 02 label on the right.

Row 3: Six trapezoidal shapes with a light blue bottom-left corner and a diagonal line. Week 03 label on the right.

Row 4: Six trapezoidal shapes with a light blue bottom-left corner and a diagonal line. Week 04 label on the right.