WEEKLY SOCIAL MEDIA CONTENT CALENDAR SHEET

MULTI-PLATFORM CAMPAIGNS, HOOKS, ASSETS & ENGAGEMENT METRICS

WEEK OF: _____/_____ to _____/_____ **BRAND / HANDLE: @_____** **WEEKLY THEME: _____** **CORE CTA: _____**

CONTENT PILLARS: [ ] Authority / How-To [ ] Story / Vulnerability [ ] Case Study / Social Proof [ ] Direct Offer / Sale [ ] Entertainment

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
PLATFORMS: [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email	**PLATFORMS:** [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email	**PLATFORMS:** [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email	**PLATFORMS:** [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email	**PLATFORMS:** [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email	**PLATFORMS:** [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email	**PLATFORMS:** [ ] IG [ ] TikTok [ ] YouTube [ ] LinkedIn [ ] X [ ] Email
CONTENT PILLAR: _____	**CONTENT PILLAR:** _____	**CONTENT PILLAR:** _____	**CONTENT PILLAR:** _____	**CONTENT PILLAR:** _____	**CONTENT PILLAR:** _____	**CONTENT PILLAR:** _____
FORMAT / ASSET: [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set	**FORMAT / ASSET:** [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set	**FORMAT / ASSET:** [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set	**FORMAT / ASSET:** [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set	**FORMAT / ASSET:** [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set	**FORMAT / ASSET:** [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set	**FORMAT / ASSET:** [ ] Carousel [ ] Short Video [ ] Text Post [ ] Story Set
HOOK / HEADLINE: _____ _____ _____	**HOOK / HEADLINE:** _____ _____ _____	**HOOK / HEADLINE:** _____ _____ _____	**HOOK / HEADLINE:** _____ _____ _____	**HOOK / HEADLINE:** _____ _____ _____	**HOOK / HEADLINE:** _____ _____ _____	**HOOK / HEADLINE:** _____ _____ _____
CALL-TO-ACTION (CTA): _____	**CALL-TO-ACTION (CTA):** _____	**CALL-TO-ACTION (CTA):** _____	**CALL-TO-ACTION (CTA):** _____	**CALL-TO-ACTION (CTA):** _____	**CALL-TO-ACTION (CTA):** _____	**CALL-TO-ACTION (CTA):** _____
POST TIME: ____:____ AM/PM	**POST TIME: ____:____ AM/PM**	**POST TIME: ____:____ AM/PM**	**POST TIME: ____:____ AM/PM**	**POST TIME: ____:____ AM/PM**	**POST TIME: ____:____ AM/PM**	**POST TIME: ____:____ AM/PM**
PRODUCTION WORKFLOW: [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live	**PRODUCTION WORKFLOW:** [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live	**PRODUCTION WORKFLOW:** [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live	**PRODUCTION WORKFLOW:** [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live	**PRODUCTION WORKFLOW:** [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live	**PRODUCTION WORKFLOW:** [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live	**PRODUCTION WORKFLOW:** [ ] Script [ ] Film [ ] Edit [ ] Scheduled [ ] Live
PERFORMANCE METRICS: Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____	**PERFORMANCE METRICS:** Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____	**PERFORMANCE METRICS:** Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____	**PERFORMANCE METRICS:** Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____	**PERFORMANCE METRICS:** Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____	**PERFORMANCE METRICS:** Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____	**PERFORMANCE METRICS:** Views / Reach: _____ Likes / Saves: _____ Comments: _____ Shares / DMs: _____ Leads / Clicks: _____

KPI SCORECARD: **POSTS: _____ / 7 Published** **TOTAL REACH: _____** **FOLLOWERS: +_____** **LEADS: +_____** **TOP POST: Day ____**

Weekly Content Takeaway: Double down on the format and hook that generated the highest retention; refine CTA for next week sprint.

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