CONTENT PLANNER

UNDATED

HOW TO USE YOUR

WEEKLY PLANNER

COPY THESE HANDY LABELS & PASTE WHERE NEEDED

USE WHAT YOU LOVE:
COLOR CODING OR ICONS FOR PLATFORMS

ARTWORK

COLLECTIONS

1 2 3

ARTWORK

COLLECTIONS

1 2 3

ARTWORK

COLLECTIONS

1 2 3

WEEKLY PLANNER

MONDAY

FUN FACT

CONTEST OR GIVEAWAY

TUESDAY

BLOG POST

WEDNESDAY

USER-GENERATED CONTENT

THURSDAY

CUSTOMER TESTIMONIAL

FRIDAY

BEHIND-THE-BRAND

FUN FACT

SATURDAY

WEEKLY RECAP

WEEKLY RECAP

SUNDAY

CASE STUDY

notes

DEMO

CONTENT TYPES

MOTIVATIONAL QUOTE

CUSTOMER TESTIMONIAL

BLOG POST

CASE STUDY

FUN FACT

WEEKLY RECAP

FAQ

CONTEST OR GIVEAWAY

BEHIND-THE-BRAND

USER-GENERATED CONTENT

PLATFORMS

FACEBOOK

INSTAGRAM

TIKTOK

YOUTUBE

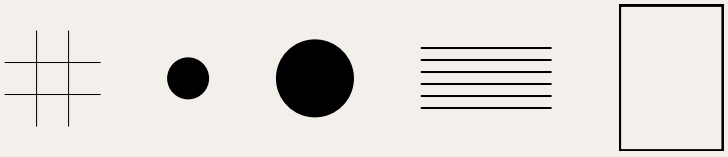
NAVIGATE YOUR

CONTENT PLANNER

MONTHLY VIEWS

1 2 3 4 5 6 7 8 9 10 11 12

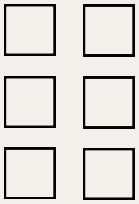
EXTRA PAPERS



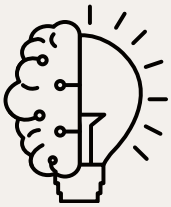
PILLARS

CTAS

HABITS



INSPIRATIONS



CONTENT IDEAS & HASHTAGS

QUICK GRAB CONTENT & ARTWORK

CONTENT IDEAS

Product or Service Comparison – Educate followers on what makes your offering different by comparing it to other options.
Pop Quiz – Post a question or trivia about your industry, and reveal the answer later to engage followers.
#MondayMotivation or #FunFriday – Align with popular weekly themes to stay consistent and encourage engagement.
Giveaway or Contest – Offer a small prize to encourage participation, tagging, or following.
Industry Tips – Share a quick tip related to your industry that's helpful for your audience.
Behind-the-Scenes – Show what goes into creating your product or service, from brainstorming to execution.
Customer Testimonial – Post a customer review or story that highlights how your product or service made a difference.
Day-in-the-Life – Take followers through a typical day in your business, showing them the people and processes behind the brand.
FAQs – Answer a frequently asked question to address common inquiries.
Myth Busting – Address and debunk a common myth about your industry or product.
Tools of the Trade – Showcase the tools or technology you use to deliver quality work.
Product Highlight – Focus on one product or service, explaining its benefits or unique features.
Employee Spotlight – Introduce a team member and share a bit about their role and personality.
Throwback – Share a "throwback" photo, old project, or memory that shaped your brand.
Client Feature – Highlight a client or partner and showcase their work or feedback.
Fun Fact – Share an interesting or lesser-known fact about your industry.
Quick Tutorial – Offer a mini how-to that showcases your expertise, even if it's as simple as organizing your workspace.
Poll or Question – Ask your followers a fun or thought-provoking question to increase engagement.

HASHTAG IDEAS

MOTIVATION & INSPIRATION

#MondayMotivation
#InspirationDaily
#MindsetMatters
#GoalDigger
#SuccessMindset
#StayFocused
#YouCanDoIt
#PositiveVibesOnly
#WorkHardDreamBig
#RiseAndGrind
#BelieveInYourself
#SelfGrowth
#StartToday
#KeepGoing
#DreamBigger

BUSINESS & ENTREPRENEURS

#SmallBusinessTips
#EntrepreneurMindset
#StartUpLife
#BuildingMyEmpire
#BusinessOwner
#SideHustle
#HustleHard
#CreativeEntrepreneur
#BusinessGoals
#BossBabe
#EntrepreneurLife
#WorkSmarterNotHarder
#DigitalMarketing
#OnlineBusiness
#BusinessSuccess

COMMUNITY & NETWORKING

#SupportLocal
#CommunityOverCompetition
#InThisTogether
#NetworkingEvent
#SupportSmallBusiness
#Collaborate
#NetworkingTips
#SmallBizCommunity
#WomenInBusiness
#CreativeCommunity
#TogetherWeCan
#SupportEachOther
#LocallyOwned
#SmallBizOwners

CREATIVITY & CONTENT

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#BehindTheScenes
#ContentCreator
#InstaCreative
#JustCreate
#CreatorsOfInstagram
#DigitalCreator
#CreativeEntrepreneur
#CreateEveryday
#Storytelling
#VisualStorytelling
#MyCreativeBiz
#InspireCreativity
#CreateAndCultivate

CONTENT PILLARS

DEFINE THE PILLARS YOU NEED

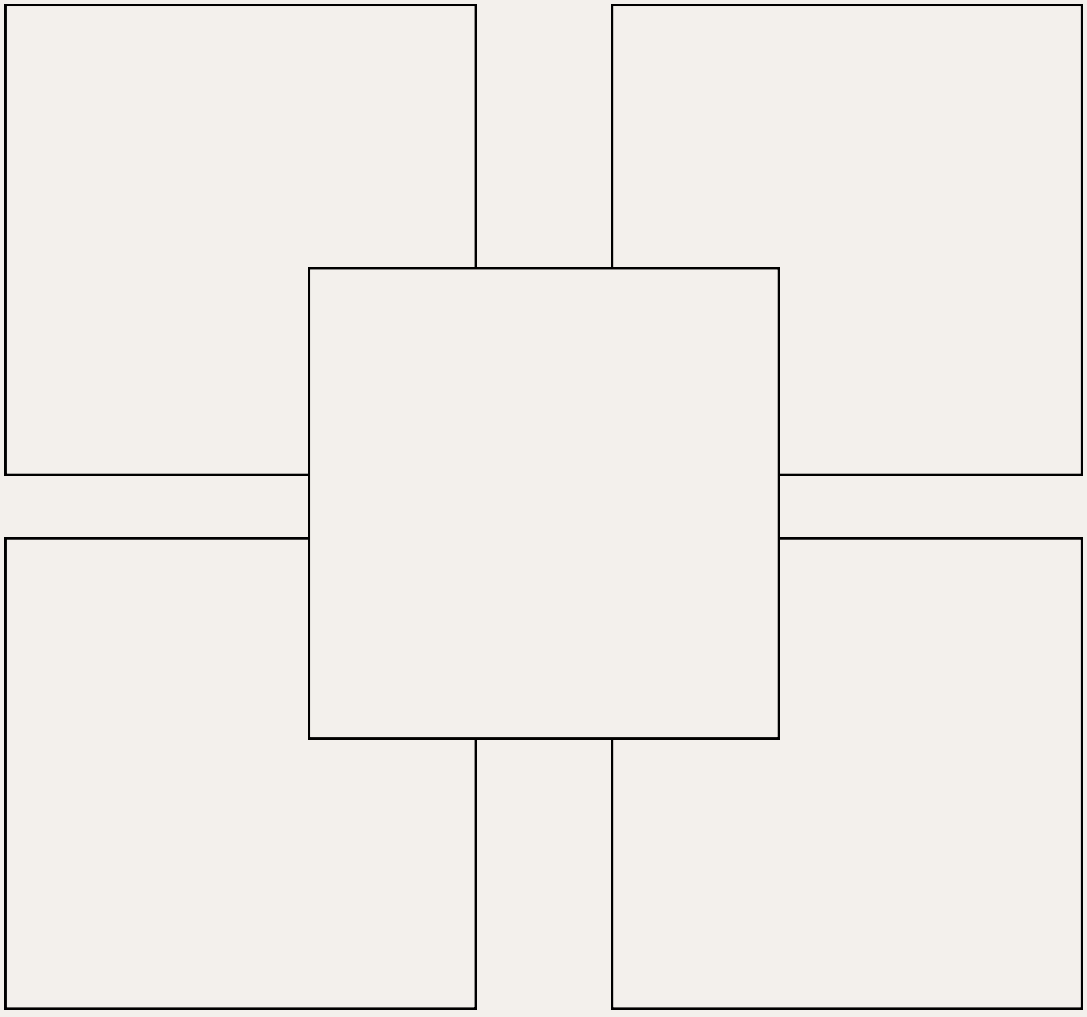
Content pillars should represent **THREE** to **FIVE** primary topics that reflect the brand's goals and what's valuable to its audience. Each pillar guides a specific type of post and its message.

Here's how to choose the right ones:

Identify Audience Needs and Interests: Think about what information, inspiration, or solutions followers are looking for.

Match Brand Values and Expertise: Choose themes that your brand is knowledgeable about and that reinforce its mission or personality.

Stay Broad Enough for Flexibility: Each pillar should be flexible, allowing for diverse content ideas under one theme.



EXAMPLES

& HOW TO USE THEM

1. Educational / Industry Insights
This pillar focuses on sharing expertise, helpful tips, and industry trends.
Example Post Ideas:
How-To Guides: “How to Use [Product] to Boost Productivity”
Industry News: “Top Trends in [Your Industry] for 2024”
Tips and Tricks: “5 Ways to Improve Your [Skill or Process]”
Myth Busting: “Common Myths About [Industry/Product]”

2. Behind-the-Scenes / Brand Story
Showcasing the people, processes, and passion behind the brand humanizes it and builds trust.
Example Post Ideas:
Team Introductions: “Meet the Team! Today, we’re introducing [Team Member Name]”
Workspace Tour: “Take a Look Inside Our Creative Space!”
Project Sneak Peeks: “Here’s a Sneak Peek at What We’re Working on for Next Month”
Brand Values: “Why We Believe in [Core Value] and How It Drives Our Work”

3. Customer Stories / Testimonials
Sharing stories from happy clients or users helps build social proof and validates the brand.
Example Post Ideas:
Customer Feature: “Meet [Customer’s Name], who has transformed their business with our [Product/Service]”
User-Generated Content: “How Our Community Uses [Product] – See Their Amazing Work!”
Case Studies: “How [Product] Helped [Client] Achieve [Result] in 3 Months”
Feedback Round-Up: “What Our Clients Are Saying This Month”

4. Product Highlights / Promotions
This pillar centers on spotlighting products, services, or promotions in an authentic way.
Example Post Ideas:
Product Demo: “See How Easy It Is to Use [Product] in 3 Steps”
Feature Highlights: “Did You Know? [Product Feature] Can Help You [Benefit]”
Special Offers: “Limited-Time Offer! Get 20% Off [Product] Until Sunday”
Customer Benefits: “Here’s What Makes [Product] Perfect for [Target Audience]”

5. Inspiration / Motivation
This pillar provides uplifting content to engage followers, motivate them, and reflect brand personality.
Example Post Ideas:
Motivational Quotes: “Start the Week Strong! [Inspiring Quote]”
Success Stories: “From Struggle to Success – Our Client’s Inspiring Journey”
Seasonal Themes: “Happy New Year! Here’s to Reaching New Heights Together in 2025”
Celebrating Milestones: “Today Marks [Milestone]! Thank You for Being Part of Our Journey”

CONTENT CALENDAR

WITH ROTATING PILLARS

1

SET UP YOU CALENDAR

Use a tool that works best for you, like Google Calendar, a spreadsheet (Google Sheets or Excel), or a dedicated content calendar app like Trello, Asana, or Notion.

2

CHOOSE YOUR POSTING FREQUENCY

Decide how often you'll post each week (e.g., 3, 5, or 7 times a week). A typical setup might include one post per day, but start with what's manageable for you.

3

ROTATE CONTENT PILLARS

Take your chosen content pillars and assign each one to a specific day or multiple days in the week. For example, if you have three pillars—Educational, Behind-the-Scenes, and Customer Stories—rotate these pillars throughout the week so you cover each at least once.

4

FILL IN SPECIFIC POST IDEAS

For each day, add a post idea under the assigned pillar. Let's say your content pillars are:

- Educational / Tips & Tricks
- Behind-the-Scenes / Brand Story
- Product Highlights / Promotions
- Motivation / Inspiration

MONDAY	MOTIVATION	Motivational quote or success story to start the week.
TUESDAY	EDUCATIONAL	A quick industry tip or myth-busting post.
WEDNESDAY	BEHIND THE SCENES	Show the team in action or share a personal story.
THURSDAY	CUSTOMER STORIES	Post a customer testimonial or feature a client's success.
FRIDAY	PRODUCT HIGHTLIGHT	Showcase a product feature, how-to, or limited-time offer.
SATURDAY	EDUCATIONAL	Share a "how-to" guide or list of useful tools.
SUNDAY	MOTIVATION	Reflect on achievements or share an uplifting message.

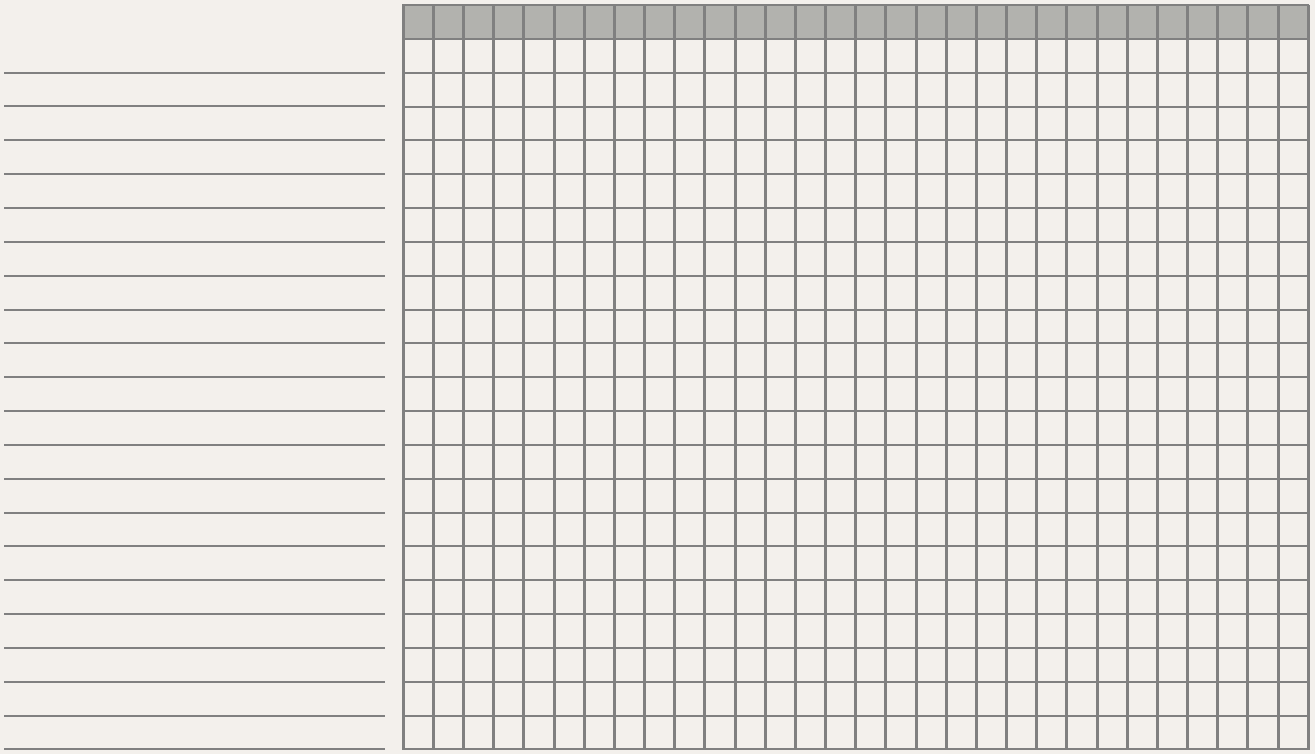
CALL TO ACTIONS

31 HIGH PERFORMING CTAS

- "Save this post for future reference!"
- "Tag a friend who needs to see this!"
- "Double-tap if you agree!"
- "Comment below with your thoughts!"
- "Share this post if it resonates with you!"
- "Want more tips? Follow us for updates!"
- "Tell us in the comments: What's your favorite part?"
- "DM us for more details!"
- "Swipe left to see more!"
- "Check out the link in our bio to learn more!"
- "Tell us your go-to strategy in the comments!"
- "Hit the share button to pass this on!"
- "Who's ready to try this? Drop a 🙋 in the comments!"
- "Vote in our poll and let us know what you think!"
- "Pin this post if you find it helpful!"
- "Have questions? Ask us in the comments!"
- "Follow us to stay inspired!"
- "Feeling inspired? Show some love with a ❤️!"
- "Save this checklist for your next project!"
- "Which tip did you like the most? Let us know below!"
- "Ready to get started? Drop a 👍 if you are!"
- "Want to learn more? Comment 'info' below!"
- "Curious? Click the link to explore further!"
- "Need advice? Drop your question in the comments!"
- "Share your story with us below!"
- "Which one would you pick? Tell us your choice!"
- "Show us how you use this! Tag us in your photos!"
- "Looking for more like this? Sign up for our newsletter!"
- "Think this could help someone? Share it with them!"
- "What's on your mind? Let us know in the comments!"
- "Give us a shoutout by tagging us in your post!"

HABITS & TRACKING

OUTREACH, FOLLOW-UPS, AND COLLABORATION DELIVERABLES



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GOALS

INSPIRATION

COLLECTIONS

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MONDAY	TUESDAY
WEDNESDAY	THURSDAY
FRIDAY	SATURDAY
SUNDAY ☐ ☐ ☐	*notes*

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