

Social Media Plan for: _____ Date: _____

PURPOSE:		
BRAND / IDENTITY	CORE TOPICS	KEYWORDS / HASHTAGS
GOALS		SUPPORTING HABITS
KEY EVENTS	KEY ORGANIZATIONS	KEY PEOPLE
KEY WEBSITES:		

Social Media Calendar for:

Date:

Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						
Sunday						
January						
February						
March						
April						
May						
June						
July						
August						
September						
October						
November						
December						

A Social Media Plan is meant to gain clarity and give direction on using social media.

Purpose – This helps as a reminder why you are on social media. It could include things like, build a personal brand; build a business brand; promote an organization; get sales leads; empower people by sharing helpful information; encourage people; engage and share news about current events, or politics, or technology, or sports, or music;

Brand/Identity – What are the guiding values or beliefs for your profile?

Core Topics – What are important topics you want to focus on?

Keywords/Hashtags – What are important keywords or hashtags you want to use consistently? Consider regularly searching keywords and hashtags to engage with profiles of interest.

Goals – What are the top goals of your social media? Describe them as measurable and dated.

Supporting Habits – What are the key things you need to consistently do to achieve your goals?

Key Events – What are the important events you want to post about (weekly, monthly, or annually)?

Key Organizations – What are the important organizations you want to consistently engage with?

Key People – Who are the important people you want to consistently engage with?

Key Websites – What are the important websites you want to consistently check and reference? These can help you with content to share.

Research the differences between platforms. Each social media platform has its own culture, ideal days of the week to post, number of times to post each day, times of day to post, popular hashtags, and amounts of hashtags to use with each post. Consider your target audience and their time zone.

If you are mainly focused on the U.S. consider the most populated time zone is Eastern, then Central, then Pacific, then Mountain.

Plan your posts for recurring events in areas of interest. Maybe include a popular movie #video clip from YouTube that aligns with the topic of the event. There are social media management platforms that help you plan, upload, and schedule posts to automatically publish.

At this time the most popular social media sites by number of visitors are YouTube, Meta, Instagram, X, Reddit, TikTok, then LinkedIn.

YouTube allows you to create a profile and curate lists of your favorite videos into your own Playlists. Meta is popular for their groups where people can openly chat real-time, and for their large user base and advanced advertising tools. Instagram is popular because of its focus on visual content and Stories and Reels. X allows you to create many custom feeds they call Lists, where they show only posts from profiles you add to the List. You can make X Lists for friends, faith, news, sports, or music. X also has an advanced search option. LinkedIn is a more professional social media, popular with corporations, businesses, and professionals. LinkedIn is known for helping people find jobs and helping businesses find employees.