TEMPLATE · SOCIAL MEDIA

Social Media Content Calendar Template

The monthly content plan we use with clients, written out so you can copy it. Pick your pillars, fill a four-week grid, brief every post and plan a month in an hour.

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Most small business accounts don't go quiet because the owner runs out of things to say. They go quiet because every post starts from a blank page at 9pm. A calendar fixes that: you decide once a month, then you just make.

This is the same structure we use with our clients each month. Copy it into whatever you like (a spreadsheet, Notion, a paper planner). The tool doesn't matter; deciding ahead does.

Step 1: choose four content pillars (10 minutes)

Pillars are the four or five subjects your account keeps coming back to. They keep the feed balanced, so you're not selling in every post or posting things that never lead to business.

Start with these four and rename them for your business:

Pillar	What it is	Share of posts	Cafe example	Clinic example	Trade example
Show the work	What you make or do, done well	40%	The dishes, the coffee, the kitchen	Treatments, the space, results	Finished jobs, before and afters
Answer questions	What customers ask before they buy	25%	"Is it dairy-free?", "Can I book for 12?"	"Do I need a referral?", "How many sessions?"	"How long does a reno take?", "Do you need council approval?"
The people	The faces behind the business	20%	Staff, regulars, suppliers	Practitioners, receptionists, patient stories	The team on site, apprentices
Proof and offers	Reviews, results and reasons to act now	15%	Reviews, new menu, events	Reviews, new services, availability	Reviews, seasonal bookings, guarantees

Rule of thumb: if you can't think of three posts for a pillar right now, it's the wrong pillar.

Step 2: decide how often (5 minutes)

Pick a number you'll still manage in your busiest month. Consistency beats volume.

Posts a week	Who it suits	A month looks like
2	Getting started, or doing it all yourself	8 posts: 4 videos, 4 photos or carousels
3 to 4	Most local businesses	14 posts: 8 videos, 6 photos or carousels
5 or more	Hospitality, retail, anyone with daily news	20+ posts, plus daily stories

Stories don't need planning. Use them for the day-to-day: today's special, a quick behind the scenes, reposting customers who tag you.

Step 3: fill in the month (20 minutes)

Copy this grid for each month. One row per post. Fill the **Pillar** column first so the month is balanced, then the ideas.

Week	Day	Pillar	Format	Idea in one line	Hook (first line)	Call to action	Status
1	Mon	Show the work	Video				Idea
1	Wed	Answer questions	Video				Idea
1	Fri	Proof and offers	Photo				Idea
2	Mon	The people	Video				Idea
2	Wed	Show the work	Carousel				Idea
2	Fri	Answer questions	Video				Idea
3	Mon	Show the work	Video				Idea
3	Wed	The people	Photo				Idea
3	Fri	Proof and offers	Video				Idea
4	Mon	Answer questions	Carousel				Idea
4	Wed	Show the work	Video				Idea
4	Fri	The people	Video				Idea

Status moves through: Idea → Filmed → Edited → Approved → Scheduled → Posted. Anything still at "Idea" by the middle of the month gets swapped for something easier.

Dates to check before you fill it in: school holidays, public holidays, local events, your own launches, seasonal changes (winter menu, end of financial year, Christmas bookings close). Plan posts two weeks ahead of each, not on the day.

Step 4: brief each post (20 minutes)

A one-line idea isn't enough to film. For each video, write a short brief so filming day is just pressing record:

> **Post:** Week 1, Monday · Show the work · Video **Idea:** How we make our sourdough, start to finish. **Hook (first 2 seconds):** "This loaf takes 36 hours. Here's why." **Shots:** 1. Hands folding the dough (close). 2. Dough rising, timelapse on a phone. 3. Scoring the loaf. 4. Oven door opening. 5. Cutting it, steam rising. **Words on screen:** "36 hours" · "No shortcuts" · "Fresh every morning from 7am" **Caption:** Two lines about the process, then "Fresh every morning from 7am. Pre-order for weekends at the link in our bio." **Call to action:** Pre-order link.

Write the hook first. If you can't think of a strong first line, the idea probably isn't strong enough yet. Our 40 fill-in-the-blank hooks help.

Step 5: make it a monthly habit

- **Last week of the month (60 minutes):** fill next month's calendar and briefs.
- **One filming session a week or a fortnight:** film everything briefed for that period in one go. Our one-hour content batch shows how.
- **Schedule as you go:** use Meta Business Suite (free) to schedule Instagram and Facebook posts as soon as they're edited.
- **At the end of the month (10 minutes):** look at which three posts did best (saves, shares, enquiries, not just likes). Do more of whatever they had in common next month.

Common mistakes

- **Planning more than you can make.** Twelve good posts beat thirty planned ones that never happen.
- **Every post selling.** If people only hear offers, they stop listening. Keep "Proof and offers" around 15%.
- **Waiting for perfect content.** A clear, well-lit phone video posted on time beats a polished one posted never.
- **Ignoring what worked.** The calendar is a plan, not a contract. Move posts around when something takes off.

Want the whole thing done for you? Our social media plans include a monthly strategy session, an on-site shoot, editing, captions and posting.

Want it done *for you*?

IROcreative builds and looks after websites and social media for Perth service businesses, on one monthly subscription.
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