**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=8955&utm_source=template-word&utm_medium=content&utm_campaign=Blank+Social+Media+Content+Calendar+with+Visual+and+Linked+Assets-word-8955&lpa=Blank+Social+Media+Content+Calendar+with+Visual+and+Linked+Assets+word+8955)SOCIAL MEDIA CONTENT CALENDAR TEMPLATE**

|  |  |  |
| --- | --- | --- |
| WEEK STARTING & ENDING DATES |  | PREPARED BY |
| XX/XX/XX - XX/XX/XX |  | Name |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PLATFORM | DATE | TIME | ASSIGNED TO | STATUS | POST TOPIC | POST CATEGORY | VISUAL CATEGORY | COPY | VISUAL ASSETS | LINK TO PUBLISHED POST |
| INSTAGRAM | MM/DD/YY | 8:00 AM |  | NOT STARTED |  |  |  |  |  |  |
| LINKEDIN | MM/DD/YY |  |  | IN PROGRESS |  |  |  |  |  |  |
| TWITTER | MM/DD/YY |  |  | ON HOLD |  |  |  |  |  |  |
| YOUTUBE | MM/DD/YY |  |  | COMPLETE |  |  |  |  |  |  |
| TIKTOK | MM/DD/YY |  |  | NOT STARTED |  |  |  |  |  |  |
| OTHER | MM/DD/YY |  |  | COMPLETE |  |  |  |  |  |  |

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