**SOCIAL MEDIA CONTENT CALENDAR TEMPLATE EXAMPLE**

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| 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 | June Taylor | NOT STARTED | Advertising | Learning and marketing | Stock photo | Do Facebook ads work? Visit our link and find out. | Close-up of two people's hands pointing at laptop screen with stack of 4 books in background, one person holding a pen | SMARTSHEET.COM |
| LINKEDIN  | MM/DD/YY | 8:30 AM | Honoka McCleary | IN PROGRESS | New how-to product | Marketing and copywriting | Stock photo | Posting is an essential tool for any marketing team. Learn how to transform words into action. |  Student working on a computer | SMARTSHEET.COM |
| TWITTER  | MM/DD/YY | 10:00 AM | Denis Vidal | ON HOLD | New how-to product | Search engine marketing | Stock graphic | SEM fatigue? Boost your strategy and performance with these tactics. |  Sphere of mesh and nodes | SMARTSHEET.COM |
| YOUTUBE  | MM/DD/YY | 10:00 AM | June Taylor | COMPLETE | New how-to product | Ongoing education | Video | Learn what you need to know about SEM in this overview for beginners. |  Vlog outline | SMARTSHEET.COM |
| TIKTOK | MM/DD/YY | 12:00 PM | June Taylor | NOT STARTED | Advertising | Learning and marketing | Stock photo | Do Facebook ads work? Visit our link and find out. |  | SMARTSHEET.COM |
| OTHER | MM/DD/YY | 8:00 AM | June Taylor | COMPLETE |  |  |  |  |  |  |

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