**[A blue and white sign

Description automatically generated](https://www.smartsheet.com/try-it?trp=8600&utm_source=template-word&utm_medium=content&utm_campaign=Social+Media+Marketing+Calendar-word-8600&lpa=Social+Media+Marketing+Calendar+word+8600)Social Media Marketing Calendar Example**

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| PLATFORM | MON | TUES | WED | THUR | FRI | SAT | SUN |
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| **YOUTUBE** | **How-To Video** | **How-To Video** | **How-To Video** | **TOPIC** | **TOPIC** | **TOPIC** | **TOPIC** |
| *Test post 1* | *Test post 2* | *Milestone A* | *Post 1* | *Post 2* | *No weekend post* | *No weekend post* |
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| **FACEBOOK** | **Best Recipes** | **Best Recipes** | **Best Recipes** | **TOPIC** | **TOPIC** | **TOPIC** | **TOPIC** |
| *Audience poll* | *Audience poll* | *Poll results post* | *Photo feature* | *Photo feature* | *Weekend audience poll* | *Poll results* |
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| **LINKEDIN** | **Career Goals** | **Career Goals** | **Career Goals** | **TOPIC** | **TOPIC** | **TOPIC** | **TOPIC** |
| *Audience poll* | *Audience poll* | *Poll results post* | *Top 5 article* | *Photo feature* | *No weekend post* | *No weekend post* |
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| **INSTAGRAM** | **Campaign Beta** | **Campaign Beta** | **Campaign Beta** | **TOPIC** | **TOPIC** | **TOPIC** | **TOPIC** |
| *Internal meeting - no posts* | *Campaign Beta launch* | *Campaign Beta video* | *Photo feature* | *Photo feature* | *Weekend audience poll* | *Poll results* |
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**Social Media Marketing Calendar**

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