

E. CLARE CREATES

Social Media Content Planner & Workbook

*The Ultimate Guide for All Levels:
Beginners to Professionals*



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section I.

|

AUDIT
&
STATISTICS

|

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STATISTICS

Platform:

MONTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

6 MONTH REVIEW

Platform:

LIKES

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

COMMENTS

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

FOLLOWERS

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

SUBSCRIBERS

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

NOTES:

6 MONTH REVIEW

Platform:

LIKES

JUL	_____	<input type="checkbox"/>
AUG	_____	<input type="checkbox"/>
SEPT	_____	<input type="checkbox"/>
OCT	_____	<input type="checkbox"/>
NOV	_____	<input type="checkbox"/>
DEC	_____	<input type="checkbox"/>

COMMENTS

JUL	_____	<input type="checkbox"/>
AUG	_____	<input type="checkbox"/>
SEPT	_____	<input type="checkbox"/>
OCT	_____	<input type="checkbox"/>
NOV	_____	<input type="checkbox"/>
DEC	_____	<input type="checkbox"/>

FOLLOWERS

JUL	_____	<input type="checkbox"/>
AUG	_____	<input type="checkbox"/>
SEPT	_____	<input type="checkbox"/>
OCT	_____	<input type="checkbox"/>
NOV	_____	<input type="checkbox"/>
DEC	_____	<input type="checkbox"/>

SUBSCRIBERS

JUL	_____	<input type="checkbox"/>
AUG	_____	<input type="checkbox"/>
SEPT	_____	<input type="checkbox"/>
OCT	_____	<input type="checkbox"/>
NOV	_____	<input type="checkbox"/>
DEC	_____	<input type="checkbox"/>

Platform:

YEARLY OVERVIEW



JAN				
FEB				
MAR				
APR				
MAY				
JUN				
JUL				
AUG				
SEP				
OCT				
NOV				
DEC				

section 2.

|

YOUR
CONTENT
PILLARS

|

CHOOSING YOUR CONTENT PILLARS

It's a great idea to pick multiple content pillars for your social media. This not only helps break down the actual content creation so it becomes easier to think of ideas & content to share. It also helps establish you as an authority on social platforms in these areas.

Use the planner below to choose 5 - 7 content pillars you think would be a great fit for your brand.

PILLAR 0 1 .	PILLAR 0 2 .	PILLAR 0 3 .
PILLAR 0 4 .	PILLAR 0 5 .	PILLAR 0 6 .
PILLAR 0 7 .	notes	

PILLAR # 1

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

PILLAR # 2

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

PILLAR # 3

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

PILLAR # 4

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

PILLAR # 5

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

PILLAR # 6

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

PILLAR # 7

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

POST IDEAS

SHARE A
PHOTO OF
YOU AT
WORK

SHARE
SOMETHING
INSPIRING

ANSWER
A
QUESTION

TELL A
STORY

FEATURE
A
PRODUCT

section 3.

|

POSTING
SCHEDULE

|

WHEN TO POST

Now that you have your content pillars, it's time to decide when the best time to post about each one would be during the week.

Sticking to a schedule with your social media helps your audience know when to expect (and return for) content and can help you build your audience quicker.

As life also gets busy and a lot of us are running a small business, it's also a great idea to prioritize which pillars are the most important. Then, if you need to scale back the number of posts for certain weeks, you will have a clear idea of what should stay and what can go.

PILLAR 01 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 02 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

WHEN TO POST

PILLAR 03 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 04 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 05 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

WHEN TO POST





PILLAR 06 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 07 .		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

EXTRA NOTES

DAILY TASKS

date:

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<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	





GIVEAWAY TRACKER

PRODUCT :
START DATE :
END DATE :
SPONSOR :
PLATFORM :
ENTRIES :
FOLLOWER GAINED :

RULES

NOTES

PROMOTION

					
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SUCCESS RATE



ANNOUNCEMENT DATE :

WINNER :

CONTACT :

ADDRESS :

WINNER NOTIFIED

ITEM SENT

ITEM RECEIVED

weekly post planner

MONDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

- | | | | |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

--

weekly post planner

TUESDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

weekly post planner
W E D N E S D A Y

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

weekly post planner
THURSDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

weekly post planner

FRIDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

weekly post planner
SATURDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

weekly post planner

SUNDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

- | | | | |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |

REPURPOSE
CONTENT ON
OTHER
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

--

monthly
P O S T C A L E N D A R

SUN	MON	TUE	WED	THU	FRI	SAT

NOTES

section 4.

|










SOCIAL
MEDIA
ADMIN

|

PINTEREST TRACKER

MONTH	PAGE VIEWS	FOLLOWING	FOLLOWERS
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			

PASSWORD TRACKER

USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES

LOGO / BRAND SPECIFICATIONS

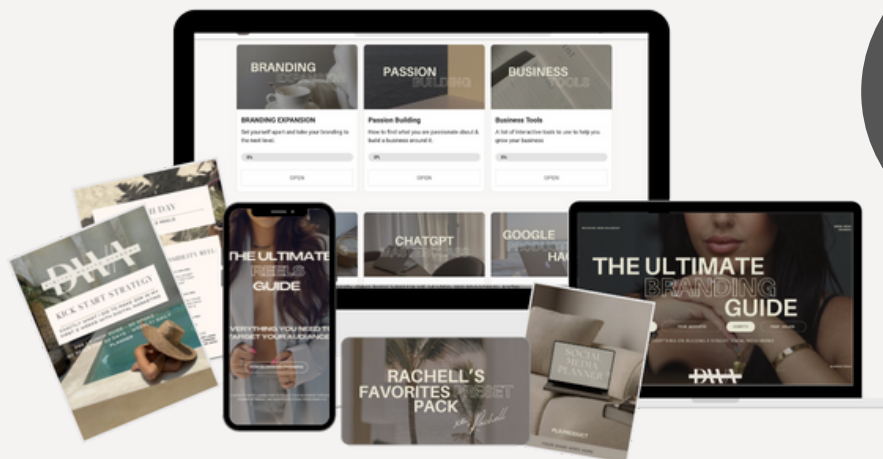
Use this area to keep track of your logo and brand specs to maintain consistency throughout your website,
Social Media posts, materials, and merchandise.

LOGO	NAME	HEX CODE	RGB VALUES	NOTES
FONT 1			R = G = B =	
FONT 2			R = G = B =	
FONT 3			R = G = B =	

LAYERS	IMAGE/COLOR NAME	HEX CODE	RGB VALUES	NOTES
BACKGROUND 1			R = G = B =	
BACKGROUND 2			R = G = B =	
BACKGROUND 3			R = G = B =	

ADDITIONAL NOTES:

Now that you have everything in order ;) ...
It's time to invest in yourself!



\$479

If you received this planner free, it means you purchased DWA from me and you already know how amazing it is. (So you're done. Get back to work!)

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