|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Weekly Planner | | | | JAN | | | WEEK 1 |
|  |  |  | |  | | |  |
| **DAY** | **PLATFORM** | **POST** | | **KEYWORD & #** | | | **TIME** |
| M |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
| T |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
| W |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
| T |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
| F |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
| S |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
| S |  |  | |  | | |  |
|  |  | |  | | |  |
|  |  | |  | | |  |
|  |  |  |  |  | | |  |
| CONTENT IDEAS | | |  | Weekly Summary | | | |
| PLATFORM | IDEA | DESCRIPTION |  | TARGET | REACH | PLATFORM | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |
|  |  |  |  |  |  |  | |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Monthly Planner | | | |  | | | JANUARY | | | |
|  |  |  | |  | | |  | | | |
| **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | | | **SATURDAY** | | | **SUNDAY** |
|  |  |  |  |  | | |  | | |  |
|  |  |  |  |  | | |  | | |  |
|  |  |  |  |  | | |  | | |  |
|  |  |  |  |  | | |  | | |  |
|  |  |  |  |  | | |  | | |  |
|  |  |  |  |  | | |  | | |  |
|  |  |  | | |  |  |  | | | |
| CONTENT IDEAS | | | | |  | Notes | | | | |
| PLATFORM | IDEA | DESCRIPTION | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | | | | |
|  |  |  | | |  |  | |  |  | |

JAN

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Social Media Stats | | | | | | | | | | | | |
| JAN | |  | FEB | | |  | | MAR | | | | |
|  | |  |  | | |  | |  | | | | |
| Account size |  |  | Account size |  | |  | | Account size | | |  | |
| New Followers |  | New Followers |  | | New Followers | | |  | |
| No. of Post |  | No. of Post |  | | No. of Post | | |  | |
| Best Post |  | Best Post |  | | Best Post | | |  | |
| Engagement |  | Engagement |  | | Engagement | | |  | |
| Reach |  | Reach |  | | Reach | | |  | |
| Keyword / # |  | Keyword / # |  | | Keyword / # | | |  | |
| APR | |  | MAY | | |  | | JUN | | | | |
|  | |  |  | | |  | |  | | | | |
| Account size |  |  | Account size |  | |  | | Account size | | | |  |
| New Followers |  | New Followers |  | | New Followers | | | |  |
| No. of Post |  | No. of Post |  | | No. of Post | | | |  |
| Best Post |  | Best Post |  | | Best Post | | | |  |
| Engagement |  | Engagement |  | | Engagement | | | |  |
| Reach |  | Reach |  | | Reach | | | |  |
| Keyword / # |  | Keyword / # |  | | Keyword / # | | | |  |
| JUL | |  | AUG | | |  | | SEP | | | | |
|  | |  |  | | |  | |  | | | | |
| Account size |  |  | Account size |  | |  | | Account size | | | |  |
| New Followers |  | New Followers |  | | New Followers | | | |  |
| No. of Post |  | No. of Post |  | | No. of Post | | | |  |
| Best Post |  | Best Post |  | | Best Post | | | |  |
| Engagement |  | Engagement |  | | Engagement | | | |  |
| Reach |  | Reach |  | | Reach | | | |  |
| Keyword / # |  | Keyword / # |  | | Keyword / # | | | |  |
| OCT | |  | NOV | | |  | | DEC | | | | |
|  | |  |  | | |  | |  | | | | |
| Account size |  |  | Account size |  | |  | | Account size | | | |  |
| New Followers |  | New Followers |  | | New Followers | | | |  |
| No. of Post |  | No. of Post |  | | No. of Post | | | |  |
| Best Post |  | Best Post |  | | Best Post | | | |  |
| Engagement |  | Engagement |  | | Engagement | | | |  |
| Reach |  | Reach |  | | Reach | | | |  |
| Keyword / # |  | Keyword / # |  | | Keyword / # | | | |  |
|  | |  |  | |  | |  | |  |  | | |

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Hashtag Research | | | | | | | | | | | |
|  | |  |  | | |  | |  | | | |
|  | |  |  | | |  | |  | | | |
| HASHTAG | REACH |  | HASHTAG | REACH | |  | | HASHTAG | | | REACH |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  | |  |  | | |  | |  | | | |
|  | |  |  | | |  | |  | | | |
| **Hashtag** | **Reach** |  | **Hashtag** | **Reach** | |  | | **Hashtag** | | | **Reach** |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
|  |  |  |  |  | |  | |  | | |  |
| **Ideas & Notes** | | | | | | | | | | | |
|  | |  |  | |  | |  | |  |  | |

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Follower Growth | | | | | | | | | | | | |
|  | |  | |  | | |  | |  | | | |
|  | **Start** | | **End** | | **Growth** | | | **Target** | | | | **Difference** |
| **JAN** |  | |  | |  | | |  | | | |  |
| **FEB** |  | |  | |  | | |  | | | |  |
| **MAR** |  | |  | |  | | |  | | | |  |
| **APR** |  | |  | |  | | |  | | | |  |
| **MAY** |  | |  | |  | | |  | | | |  |
| **JUN** |  | |  | |  | | |  | | | |  |
| **JUL** |  | |  | |  | | |  | | | |  |
| **AUG** |  | |  | |  | | |  | | | |  |
| **SEP** |  | |  | |  | | |  | | | |  |
| **OCT** |  | |  | |  | | |  | | | |  |
| **NOV** |  | |  | |  | | |  | | | |  |
| **DEC** |  | |  | |  | | |  | | | |  |
|  |  | |  | |  | | |  | | | |  |
| |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Amount |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | |  | Time | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|  | |  | |  | |  | |  | |  |  | |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Content Ideas | | | | | | | | |
|  |  |  | |  | |  | | |
| **TOPICS** | | | | | | | | |
| IDEAS & DESCRIPTION | | | |  | | PLANNED? | | |
|  | | CREATED? | | |
|  | | EDITED? | | |
|  | | POSTED? | | |
| #HASHTAGS | | | | | | | | |
|  | | | |  | |  | | |
| **TOPICS** | | | | | | | | |
| IDEAS & DESCRIPTION | | | |  | | PLANNED? | | |
|  | | CREATED? | | |
|  | | EDITED? | | |
|  | | POSTED? | | |
| #HASHTAGS | | | | | | | | |
|  | | | |  | |  | | |
| **TOPICS** | | | | | | | | |
| IDEAS & DESCRIPTION | | | |  | | PLANNED? | | |
|  | | CREATED? | | |
|  | | EDITED? | | |
|  | | POSTED? | | |
| #HASHTAGS | | | | | | | | |
|  | | | |  | |  | | |
| **TOPICS** | | | | | | | | |
| IDEAS & DESCRIPTION | | | |  | | PLANNED? | | |
|  | | CREATED? | | |
|  | | EDITED? | | |
|  | | POSTED? | | |
| #HASHTAGS | | | | | | | | |
|  |  |  |  | |  | |  |  |