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| Weekly Planner | JAN | WEEK 1 |
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| **DAY** | **PLATFORM** | **POST** | **KEYWORD & #** | **TIME** |
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| CONTENT IDEAS |  | Weekly Summary |
| PLATFORM | IDEA | DESCRIPTION |  | TARGET | REACH | PLATFORM |
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| Monthly Planner |  | JANUARY |
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| **MONDAY** | **TUESDAY** | **WEDNESDAY** | **THURSDAY** | **FRIDAY** | **SATURDAY** | **SUNDAY** |
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| CONTENT IDEAS |  | Notes |
| PLATFORM | IDEA | DESCRIPTION |  |  |
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| 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 |
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| 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 |
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| 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 / # |  |
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| Hashtag Research |
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| HASHTAG | REACH |  | HASHTAG | REACH |  | HASHTAG | REACH |
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| **Hashtag** | **Reach** |  | **Hashtag** | **Reach** |  | **Hashtag** | **Reach** |
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| **Ideas & Notes** |
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| Follower Growth |
|  |  |  |  |  |
|  | **Start** | **End** | **Growth** | **Target** | **Difference** |
| **JAN** |  |  |  |  |  |
| **FEB** |  |  |  |  |  |
| **MAR** |  |  |  |  |  |
| **APR** |  |  |  |  |  |
| **MAY** |  |  |  |  |  |
| **JUN** |  |  |  |  |  |
| **JUL** |  |  |  |  |  |
| **AUG** |  |  |  |  |  |
| **SEP** |  |  |  |  |  |
| **OCT** |  |  |  |  |  |
| **NOV** |  |  |  |  |  |
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| Amount |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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| Content Ideas |
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| **TOPICS** |
| IDEAS & DESCRIPTION |  | PLANNED? |
|  | CREATED? |
|  | EDITED? |
|  | POSTED? |
| #HASHTAGS |
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| **TOPICS** |
| IDEAS & DESCRIPTION |  | PLANNED? |
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