

# SOCIAL MEDIA STRATEGY CHART

Service-Based Business Weekly Planner

Week Of: \_\_\_\_\_  
 Goal: \_\_\_\_\_

PLATFORM	CONTENT PILLAR / TOPIC	POSTING SCHEDULE	ENGAGEMENT TASK
<b>Instagram</b>	Educational Tip / Behind the Scenes	M	Reply to DMs & Story mentions
		T	
		W	
		T	
		F	
		S	
		S	
<b>LinkedIn</b>	Industry Insight / Case Study	M	Comment on 5 prospect posts
		T	
		W	
		T	
		F	
		S	
		S	
<b>TikTok / Reels</b>	Process Video / Client FAQ	M	Engage with trending audio tags
		T	
		W	
		T	
		F	
		S	
		S	

PLATFORM	CONTENT PILLAR / TOPIC	POSTING SCHEDULE	ENGAGEMENT TASK
Facebook	Community Question / Review	S  M T W T F S S	Post in local business groups

**WEEKLY KEY PERFORMANCE INDICATORS (KPIs) & NOTES**