

BRANDING CONSISTENCY

Social Media Weekly Tracking Chart

Week of: _____

PLATFORM	FREQUENCY	M T W T F S S	CORE CONTENT PILLARS
Instagram	3-5x Posts Daily Stories		
LinkedIn	2-3x Posts		
TikTok / Reels	Daily Video		
Facebook	3x Weekly		

Visual Checklist

- Brand Fonts Used
- Primary Palette Only
- Logo/Watermark Present
- Brand Voice Check

Engagement & Goals