

# SOCIAL MEDIA STRATEGY PLANNER

Small Business Weekly Campaign Overview

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

Goal: \_\_\_\_\_

CHANNEL	CONTENT FOCUS / HOOK	FORMAT	SCHEDULE / FREQUENCY	MTWTFSS
<b>Instagram</b>	Educational Carousel / Behind the scenes	Reel / Static Post	3x Feed, Daily Stories	
<b>LinkedIn</b>	Industry thought leadership	Text + Image	Tue / Thu @ 9:00 AM	
<b>TikTok</b>	Trends & Product Demos	Short-form Video	Daily Post	
<b>Facebook</b>	Community updates & Events	Link / Engagement Poll	Mon / Wed / Sat	
<b>X (Twitter)</b>	News & Customer Service	Threads / Real-time	2x Daily	
<b>Email / Blog</b>	Deep dive & Value offer	Newsletter / Article	Bi-weekly Friday	

## CAMPAIGN NOTES & ACTION ITEMS