

SOCIAL MEDIA PLANNER

Campaign / Week of: _____
Goal: _____

PLATFORM	CONTENT TOPIC / HEADLINE	BEST TIME	STATUS	CHECKLIST / HASHTAGS
Instagram			Draft	
			Post	
TikTok			Draft	
			Post	
LinkedIn			Draft	
			Post	
X / Twitter			Draft	
			Post	
Facebook			Draft	
			Post	
YouTube			Draft	
			Post	

ENGAGEMENT TRACKER & ANALYTICS

KEY METRIC	ACTUAL RESULT	NOTES
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Total Reach

New Followers

Engagement %