AMILLI

// CREATIVE STUDIO

SOCIAL MEDIA CONTENT CALENDAR

PLAN. CREATE. POST.
GROW YOUR BUSINESS.



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MONTHLY CONTENT PLAN

SET THE DIRECTION FOR YOUR CONTENT
BEFORE YOU START POSTING.

MONTH

_____

MAIN GOAL

_____

POSTING GOALS



POSTS
PER WEEK

_____



REELS
PER WEEK

_____



STORIES
PER WEEK

_____

CONTENT PILLARS

1.
2.
3.
4.
5.

IMPORTANT DATES

- _____
- _____
- _____
- _____

CALLS TO ACTION TO FOCUS ON

- _____
- _____
- _____
- _____

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MONTHLY CONTENT PLAN

TURN YOUR IDEAS INTO POSTS YOU CAN CREATE AND PUBLISH.

	DATE	PLATFORM	FORMAT	TOPIC/HOOK	CTA	STATUS
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

NOTES + IDEAS

- _____
- _____
- _____
- _____

MONTHLY REVIEW

BEST-PERFORMING POSTS

- _____
- _____
- _____
- _____

WHAT MY AUDIENCE RESPONDED TO

- _____
- _____
- _____
- _____

WHAT TO REPEAT NEXT MONTH

- _____
- _____
- _____
- _____

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MONTHLY CONTENT PLAN

MAP OUT YOUR POSTING SCHEDULE
FOR THE MONTH.

MON	TUES	WED	THURS	FRI	SAT	SUN

CONTENT KEY

○ _____ ○ _____ ○ _____ ○ _____