

For Colchester & Essex Businesses

# Social Media Monthly Planner

Consistency beats brilliance every time on social media. Use this planner to map out a month of content before you start — you'll spend less time staring at a blank screen and more time engaging with your audience.

## Step 1: Define Your Content Pillars

Content pillars are the 3–5 topics you'll post about consistently. Everything you post should fit into one of these. Write yours below:

**Pillar 1:**

---

**Pillar 2:**

---

**Pillar 3:**

---

**Pillar 4:**

---

**Pillar 5:**

---

## Step 2: Set Your Monthly Goal

**This month I want to achieve:**

---



---

**My posting frequency target:**

---

## Step 3: Content Ideas Bank

Before you plan the calendar, brain-dump 20 content ideas. Don't filter — just write. You won't use them all, but you'll always have something to post.

#	Content idea	Pillar	Platform
1			
2			

3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

### Step 4: Weekly Content Calendar

Map your ideas onto the weeks. Don't over-commit — two quality posts a week beats seven rushed ones.

#### Week 1

Day	Platform	Content / Caption idea	Visual needed?	Status
Mon				■
Tue				■
Wed				■
Thu				■
Fri				■
Sat				■
Sun				■

#### Week 2

Day	Platform	Content / Caption idea	Visual needed?	Status
Mon				■
Tue				■
Wed				■
Thu				■
Fri				■
Sat				■
Sun				■

**Week 3**

Day	Platform	Content / Caption idea	Visual needed?	Status
Mon				■
Tue				■
Wed				■
Thu				■
Fri				■
Sat				■
Sun				■

**Week 4**

Day	Platform	Content / Caption idea	Visual needed?	Status
Mon				■
Tue				■
Wed				■
Thu				■
Fri				■
Sat				■
Sun				■

**Step 5: End of Month Review**

**Total posts published:**

---

**Best performing post (and why):**

---

---

**What to do more of next month:**

---

---

**What to do less of next month:**

---

---

**Follower count at end of month:**

---

---

Need help with social media strategy? We'd love to chat. [thinksay.co.uk](https://thinksay.co.uk) · [hello@thinksay.co.uk](mailto:hello@thinksay.co.uk)