

The Content Calendar Templates: 12 Planners for Social Media

Purpose: A pack of 12 ready-to-copy planning templates, each with its columns, when to use it and a filled-in sample, so you can pick one and start planning today.

How to use this pack: Copy the columns of the template you need into Google Sheets or Excel (one tab per template works well). Start with Template 1 only. Add others when you hit a problem it cannot solve. All times are UK time. The samples use a made-up local bakery called "Crumb & Co" so you can see how each looks when filled in.

Shared dropdowns (set these up once and reuse):

- Status: Idea / Drafted / Approved / Scheduled / Published
- Format: Reel / TikTok video / Carousel / Single image / Story / Text post / Live
- Pillar: choose 3 to 5 (example: Recipes and tips / Behind the scenes / Customer stories / Offers / Local life)

Template 1: Weekly Content Planner

Use when: you plan one week at a time. The core template for most small teams.

Columns: Date | Day | Time | Platform | Format | Pillar | Hook (first line or first 3 seconds) | Caption draft | Visual needed | Owner | Status | Link | Result (one number, filled in 7 days later)

Sample week (Crumb & Co):

- Mon 09:00 | Instagram | Reel | Recipes and tips | "Why your sourdough is flat (and the 10-second fix)" | Owner: Sam | Scheduled
- Tue 12:00 | Facebook | Single image | Local life | "Saturday market: here is where to find us" | Owner: Priya | Scheduled
- Wed 17:30 | TikTok | TikTok video | Behind the scenes | "5am at the bakery in 20 seconds" | Owner: Sam | Drafted
- Thu 12:00 | Instagram | Carousel | Customer stories | "3 things regulars always order" | Owner: Priya | Approved
- Fri 16:00 | Instagram Story | Story | Offers | "Weekend loaf bundle, ends Sunday" | Owner: Sam | Idea
- Open slot: Sat (react to something that happens)

Template 2: Monthly Overview

Use when: you want a map of the month before the detail.

Columns: Week commencing | Main theme | Key dates | Reel/video count | Carousel/image count | Stories planned | Big task this week | Notes

Sample: Wk 1 | Back-to-school lunchboxes | School term starts | 2 | 1 | 5 | Film 4 videos on Tuesday | Hold the Friday slot open.

Template 3: 90-Day Quarter Planner

Use when: you want social to line up with the business year.

Columns: Month | Business goal | Campaign or theme | Key dates | Content pillars to push | Number of posts per week | Budget (if any) | Review date

Sample: Oct | Fill Christmas order book | "Order early" campaign | Half-term | Offers, Behind the scenes | 4 | £0 | 31 Oct

Template 4: Product or Service Launch

Use when: anything has a launch date.

Columns: Phase | Days from launch (-14 to +14) | Date | Platform | Format | Message | Call to action | Link | Owner | Status | Result

Phases and starter ideas:

- Tease (-14 to -3): a hint, a poll ("which flavour next?"), a sneak peek of packaging.
- Reveal (-2 to 0): announcement post, short video of the product, countdown Story, email mention.
- Prove (+1 to +10): first customer reactions, how-to video, answer 3 questions you were asked, behind-the-scenes of making it.
- Sustain (+11 onward): reuse best-performing post, add to evergreen bank.

Sample row: Reveal | 0 | Sat 09:00 | Instagram | Reel | "Our new seeded rye is here" | "Order by Friday for Saturday collection" | link in bio | Sam | Scheduled

Template 5: Small Business and Local Shop Calendar

Use when: you serve one town or area and want a steady rhythm.

Fixed weekly rhythm (edit to suit): Monday tip | Wednesday behind the scenes | Friday offer or reminder.

Columns: Week | Local hook (market, holiday, weather, event) | Monday tip | Wednesday behind the scenes | Friday offer | Story ideas | Community post (tag a local business) | Result

Sample: Week of half-term | Hook: school holidays | Mon: "Rainy-day baking with kids" | Wed: "How we make 200 buns" | Fri: "Kids' bun box £5" | Story: poll | Community: thank the farm shop for flour.

Template 6: Event Promotion

Use when: you run or attend an event.

Columns: Countdown stage | Date | Platform | Format | Message | Speaker/exhibitor/guest to feature | Ticket or booking link | Owner | Status

Countdown stages with prompts:

- 8 weeks: save the date, why it matters
- 4 weeks: announce guests or highlights
- 1 week: practical details (parking, times, what to bring)
- 1 day: "see you tomorrow" Story
- On the day: live Stories, photos, tag attendees
- +1 day: thank you, photo carousel, one lesson learned
- +1 week: feedback summary, early-bird for next year

Template 7: Sales and Promotion Calendar

Use when: you run offers or seasonal pushes.

Columns: Offer name | Start date | End date | Exact terms (copy and paste into every post) | Price or discount | Landing page link | Post dates | Platforms | Creative | Owner | Result (sales or enquiries)

Check before posting: Is the price accurate? Is the end date clear? Are terms visible? Would a customer feel misled by anything?

Template 8: Content Batching Schedule

Use when: you make content in bulk.

Columns: Session date | Session type (filming / photography / writing / editing) | Location | Duration | Posts to produce (list) | Props or people needed | Shot list | Owner | Done?

Sample: Tue 9:00 to 11:30 | Filming | Shop | 2.5h | 6 short videos | Aprons, 3 loaves, tripod | 1: slow-motion flour 2: scoring bread 3: oven reveal | Sam

Template 9: Evergreen Content Bank

Use when: you want to reuse your best posts without repeating yourself.

Columns: Post title | Original date | Platform | Format | Pillar | Key number (reach, saves, shares) | Why it worked | Refresh idea | Last reused | Next reuse (no sooner than 3 months)

Sample: "Why your sourdough is flat" | 12 Mar | Instagram | Reel | Tips | (your number) | Answers a common question | New hook, newer footage | - | Jun

Template 10: Team Approval Workflow

Use when: anyone other than you must approve content.

Columns: Post ID | Publish date | Platform | Format | Draft link | Writer | Designer | Approver | Draft due | Approval due | Changes requested | Approved (date and name) | Status

Rules to agree: Approval deadline is at least 48 hours before publishing. One named approver per client. "Approved" means a written yes, not silence.

Template 11: Awareness Days and Seasonal Dates

Use when: you want a year view of dates worth considering.

Columns: Date | Occasion | Moves each year? (Y/N) | Relevant to us? (Y/N) | What real thing can we say? | Format | Planned post date | Decision (do / skip)

Starter list to check (confirm each date before use): New Year, Valentine's Day, Mother's Day in the UK, Easter, bank holidays, school holidays, Black Friday, Christmas. Add awareness days specific to your sector.

Rule: if you cannot answer "what real thing can we say?", skip it.

Template 12: Performance Review Tracker

Use when: end of every month.

Post log columns: Date | Platform | Format | Pillar | Hook | Reach/views | Saves | Shares | Comments | Link clicks or enquiries | Notes

Monthly review questions (answer in writing):

1. Top 3 posts and what they shared:
2. Bottom 3 posts and what they shared:
3. Which pillar performed best? Worst?

4. One thing to stop:
5. One thing to try next month:
6. One experiment slot per week: what will we test?

A simple monthly rhythm

- Last Friday of the month: complete Template 12.
- First Monday: fill Template 2 for the new month.
- Every Friday: fill Template 1 for next week (45 to 60 minutes).
- Once a month: one batching session (Template 8).

Want a hand putting this into practice?

Delivered Social is a social media, SEO and web agency based in Guildford and Portsmouth. Say hello at deliveredsocial.com/contact/ and we will point you in the right direction.