

# Organic Social Media Planner

Social Media Post Types

1

Promotional Post

2

Educational Post

3

Engagement Post

4

User Generated Content (UGC)

5

Behind the Scenes

6

Company News/ Updates

7

Industry News/ Updates

8

Motivation / Inspiration Humor

9

Success Stories

10

Special Occasion

11

Live Stream/ Video

12

Infographics

Month: \_\_\_\_\_

Theme: \_\_\_\_\_

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

# Annual Theme Planner

MONTH	THEME(S)	SPECIAL(S)
<b>January</b>		
<b>February</b>		
<b>March</b>		
<b>April</b>		
<b>May</b>		
<b>June</b>		
<b>July</b>		
<b>August</b>		
<b>September</b>		
<b>October</b>		
<b>November</b>		
<b>December</b>		

Campaign Name: \_\_\_\_\_

# Ad Planner

## Ad Type

- Print Ad
- Social Image Ad
  - Carousel Ad
  - Story Ad (vertical)
- Search Engine Ad
- Banner Ad
- Video Ad
 
 Video Length

## Campaign Goal

- Special/Discount
- Lead Generation
- Awareness
- Traffic

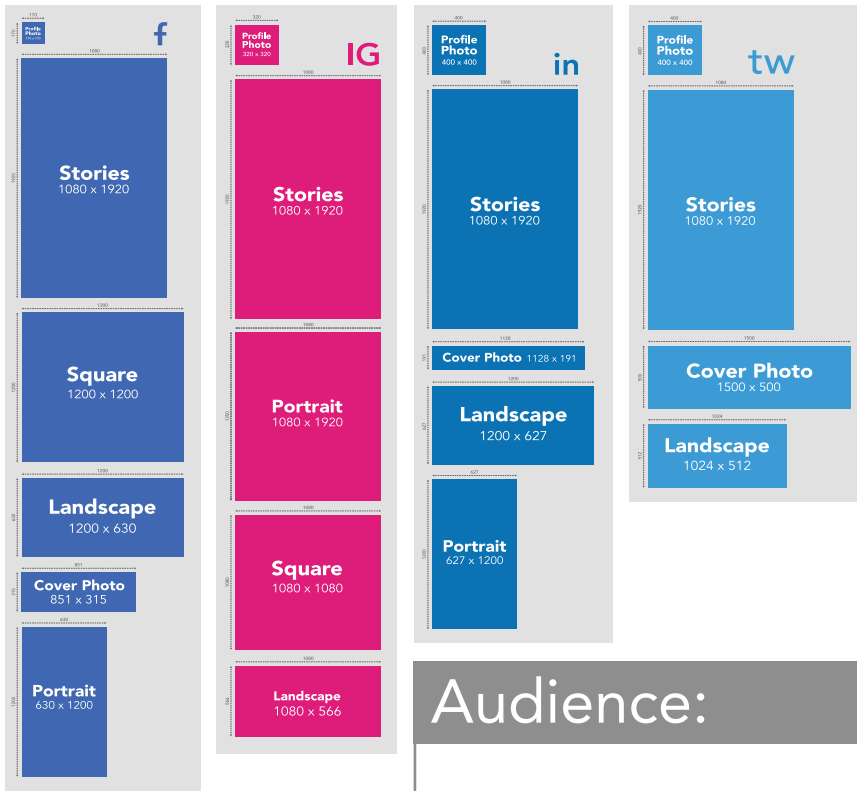
Platform(s): \_\_\_\_\_ Campaign Start: \_\_\_\_\_ Campaign End: \_\_\_\_\_

Hook (Catchy Title): \_\_\_\_\_

**ATTENTION = Curiosity + Emotion + Relevance**

### HOOK LENGTHS:

- Facebook: 25 Characters
- Instagram: 125 Characters
- Twitter: 180 Characters
- Google: 25-30 Characters
- Pinterest: 100 Characters



## Image/ Video Idea(s)

Caption:

## Audience:

## Keywords:

Budget: