## Organic Social Media Planner

Social Media Post Types
Promotional Post
Industry News/ Updates

Educational **Post** 

Engagement

User Generated

Behind the

Company

**Post** 

Content (UGC)

Scenes

News/ Updates

Industry Motivation / Inspiration Success Humor

**Stories** 

Special Occasion

Live Stream/ Video

Infographics

Month:			Theme:			
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday



## Annual Theme Planner

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



Ad Type		Campaign Goal							
☐ Print Ad	☐ Banner Ad	lп	Special/	Awareness					
☐ Social Image Ad	☐ Video Ad	I -	Discount						
☐ Carousel Ad	 Video Length	l 0	Lead	☐ Traffic					
☐ Story Ad (vertical)☐ Search Engine Ad	Trace Long.	I -	Generation	_					
Scarcii Engine Ad									
Platform(s):	Campaig	gn Start: Campaign End:							
Hook (Catchy Title):									
ATTENTION = Curiosity + Emotion + Relevance HOOK LENGTHS:									
8 Profile	Profile Profile			: 25 Characters 125 Characters					
Profile Photo can soo IG	Profile Photo 400 x 400 in	tw		80 Characters					
				5-30 Characters					
Stories 1080 x 1920 Stories				100 Characters					
1080 x 1920	Stories 9 Stories 1080 x 1920 1080 x 1920		Image/ V	'ideo Idea(s)					
1300		1900							
Square 1200 x 1200 Portrait	15	er Photo 00 x 500							
1080 x 1920	Landscape 1200 × 627 Landsc								
Landscape	1024 x !	512							
1200 × 630 Square	Portrait 627 x 1200								
E Cover Photo 851 x 315			Caption:						
30 No. 10	Δ 1.	_							
Portrait 630 x 1200 a Landscape 1080 x 566	Audience:								
Varnarda		_							
Keywords:									

