# Social Media Editorial Calendar Example

Page Name: Page Admin: Content Team:

Company / Page / Profile name

Who started this page or profile? Who's profile or email is it attached to? Additional content creators and page admins

This template is for creating your weekly Social Media Editorial Calendar. Once completed it can be used as a reference for creating content each week / month. It can also be used to help outsource your content or collaborate on content with your team. This template is only meant as a guide and example, and is not our actual recommendation on what content you should share for your business.

For additional support & Social Media Coaching services, please email: [hello@cremacommunications.com](mailto:hello@cremacommunications.com)



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| **Page Topics Topic 1** | **Topic 2** | **Topic 3** |
| Insert overall topics you  want to discuss on page E.g. Business Related Topics here, for your reference | E.g. Social Media Stories | E.g. Community Involvement |

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| **WEEK 1** | **Monday Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| **Topic** | *Topic to post about every day e.g. Tuesday Tips for your of the week audience* | *e.g. Social Media Stories around your industry* | *e.g. Brand Stories* | *e.g. Fun Social Media Stories going into the weekend* | *e.g. Blog Post* | *Take a break or a little personal message to audience* |
|  | *Insert type of content you want* |  |  |  |  |  |
| **Content Type** | *to use here. e.g. Blog post link e.g.Image, Video, Link, Poll,*  *Text only, Shared Link* | *e.g. Video link* | *e.g. Testimonial image /*  *customer review* | *e.g. Image link, internet meme,*  *joke or anecdote* | *e.g. Blog post link* | *e.g. Text or image* |
| **Notes** | *Add any other extra notes here e.g. Post our blog content and for your reference for you and encourage comments and*  *your content team discussion* | *e.g. neat story or quick video of sharable content from other*  *influencers* | *e.g. alternate weekly between testimonial and customer*  *review* | *e.g. add personal message along with the link to make it*  *relatable to audience* | *e.g. Interesting thoughts or stories for weekend reading* | *e.g. Engage users with a question or shared image* |

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| **WEEK 2** | **Monday Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| **Topic** | *Topic to post about every day e.g. Tuesday Tips for your of the week audience* | *e.g. Social Media Stories around your industry* | *e.g. Brand Stories* | *e.g. Fun Social Media Stories going into the weekend* | *e.g. Blog Post* | *Take a break or a little personal message to audience* |
|  | *Insert type of content you want* |  |  |  |  |  |
| **Content Type** | *to use here. e.g. Blog post link e.g.Image, Video, Link, Poll,*  *Text only, Shared Link* | *e.g. Video link* | *e.g. Testimonial image /*  *customer review* | *e.g. Image link, internet meme,*  *joke or anecdote* | *e.g. Blog post link* | *e.g. Text or image* |
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| **WEEK 3** | **Monday Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| **Topic** | *Topic to post about every day e.g. Tuesday Tips for your of the week audience* | *e.g. Social Media Stories around your industry* | *e.g. Brand Stories* | *e.g. Fun Social Media Stories going into the weekend* | *e.g. Blog Post* | *Take a break or a little personal message to audience* |
|  | *Insert type of content you want* |  |  |  |  |  |
| **Content Type** | *to use here. e.g. Blog post link e.g.Image, Video, Link, Poll,*  *Text only, Shared Link* | *e.g. Video link* | *e.g. Testimonial image /*  *customer review* | *e.g. Image link, internet meme,*  *joke or anecdote* | *e.g. Blog post link* | *e.g. Text or image* |
| **Notes** | *Add any other extra notes here e.g. Post our blog content and for your reference for you and encourage comments and*  *your content team discussion* | *e.g. neat story or quick video of sharable content from other*  *influencers* | *e.g. alternate weekly between testimonial and customer*  *review* | *e.g. add personal message along with the link to make it*  *relatable to audience* | *e.g. Interesting thoughts or stories for weekend reading* | *e.g. Engage users with a question or shared image* |

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| **WEEK 4** | **Monday Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
| **Topic** | *Topic to post about every day e.g. Tuesday Tips for your of the week audience* | *e.g. Social Media Stories around your industry* | *e.g. Brand Stories* | *e.g. Fun Social Media Stories going into the weekend* | *e.g. Blog Post* | *Take a break or a little personal message to audience* |
|  | *Insert type of content you want* |  |  |  |  |  |
| **Content Type** | *to use here. e.g. Blog post link e.g.Image, Video, Link, Poll,*  *Text only, Shared Link* | *e.g. Video link* | *e.g. Testimonial image /*  *customer review* | *e.g. Image link, internet meme,*  *joke or anecdote* | *e.g. Blog post link* | *e.g. Text or image* |
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