



RØBERTSON:WEB

Digital Dreamers

Weekly Social Media Planner - Printable

With over 1 billion – yes, that’s right, ONE BILLION – active users on Instagram each month and even more on Facebook, every business should have a social media presence.

It makes sense. You need to be where your customers are! And like it or not, many of them are scrolling through their social media feeds as you read this. And if you want to reach them, they need to be seeing your business as they scroll.

There are so many social media platforms, from Facebook to Twitter, Snapchat to LinkedIn. It’s easy to become overwhelmed, we know! But the good news is that you don’t have to be on all of them. The best strategy is to identify two platforms that you know your core customer demographic use frequently and put your energy into those. Spend some time researching each platform to find your people – and more importantly, what kind of content seems to get them engaged, liking, commenting and even sharing.

RW : FREE RESOURCE PRINTABLES

Weekly Social Media Planner



MONDAY

Monday

Product Photo with Focus Benefit

TIME

MEDIA

Product Photo with Focus Benefit (specific to a demo)

TIME

MEDIA

TUESDAY

Tuesday

How-to or FAQ Video

TIME

MEDIA

How-to or FAQ Video

TIME

MEDIA

WEDNESDAY

Wednesday

Conduct audience poll - can be just for fun or a way to gauge customer interest in a new product idea

TIME

MEDIA

User generated content - influencer image or customer testimonial

TIME

MEDIA

THURSDAY

Thursday

Product Photo with Customer Review

TIME

MEDIA

Product Photo with Focus Benefit (specific to a different demo than Monday)

TIME

MEDIA

FRIDAY

Friday

Infographic that highlights benefits of your product/service

TIME

MEDIA

Inspirational / Humorous Quote

TIME

MEDIA

SATURDAY

Saturday

Inspirational / Humorous Quote

TIME

MEDIA

Behind the scenes or staff spotlight

TIME

MEDIA

SUNDAY

Sunday

Product / Service Showcase

TIME

MEDIA

Product / Service Showcase

TIME

MEDIA



Facebook Media Size Recommendation: 1200 x 630px
Instagram Media Size Recommendation: 1080 x 1080px

