



Use this to help plan out up to 1 week of content for your organization. It's best to remain flexible, but it can be helpful to have an idea of what content will look like. This can be created in Microsoft Excel.

Social Media Planner

Day	Platform(s)	Content Type	Topic	Call to Action	Status
Monday	Facebook Instagram	Reel / Short video	Meet the Team!	Follow!	Scheduled to post
Tuesday	TikTok	TikTok Live	Q&A	Ask questions, follow, join community	Not started
Wednesday	Facebook	Update with graphic	Our successes so far...	Share	In progress
Thursday	Instagram	Poll + Countdown	Promote an upcoming event	RSVP via link in bio	Scheduled to post
Friday	TikTok Facebook Instagram	Volunteer takeover	Learn more about the volunteers, show off the team, behind-the-scenes	Comment with something that motivates you	Not started
Saturday	TikTok	Report on recent event	Explain why civil engagement is important	Repost, comment, like	In progress
Sunday	Instagram	Carousel	Volunteer shoutouts and team reflections	DM or follow link to get involved	Scheduled to post