[A green sign with white text

Description automatically generated with low confidence](https://www.smartsheet.com/try-it?trp=11801&utm_source=integrated-content&utm_campaign=/content/content-calendar-template-examples&utm_medium=Social+Media+Content+Calendar+doc+11801&lpa=Social+Media+Content+Calendar+doc+11801)**SOCIAL MEDIA CONTENT CALENDAR TEMPLATE**

|  |  |  |
| --- | --- | --- |
| WEEK STARTING & ENDING DATES |  | PREPARED BY |
| XX/XX/XX - XX/XX/XX |  | Name |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PLATFORM | DATE | TIME | ASSIGNED TO | STATUS | POST TOPIC | POST CATEGORY | VISUAL CATEGORY | COPY | VISUAL ASSETS | LINK TO PUBLISHED POST |
| INSTAGRAM | MM/DD/YY | 8:00 AM |  | NOT STARTED |  |  |  |  |  |  |
| LINKEDIN | MM/DD/YY |  |  | IN PROGRESS |  |  |  |  |  |  |
| TWITTER | MM/DD/YY |  |  | ON HOLD |  |  |  |  |  |  |
| YOUTUBE | MM/DD/YY |  |  | COMPLETE |  |  |  |  |  |  |
| TIKTOK | MM/DD/YY |  |  | NOT STARTED |  |  |  |  |  |  |
| OTHER | MM/DD/YY |  |  | COMPLETE |  |  |  |  |  |  |

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