

YOUR ULTIMATE STEP-BY-STEP

Social media plan & calendar

for busy business owners who know they need to show up online... but just can't seem to keep up

Before you dive in

This is your no-fluff, no-shortcuts, actually-useful social media guide. It's packed with the kind of structure, strategy, and clarity most business owners wish they had when trying to show up online.

Whether you're DIY-ing your content or building a foundation to eventually delegate, this guide is here to help you do it with intention, not guesswork.

STEP 1: Build Your Foundation

Before you plan a single post, get clear on the why and who. Social media without strategy is just noise. This foundation sets the tone for content that actually works.

1.1 KNOW YOUR GOALS

Pick 1-2 primary goals to focus on. Your goals will shape what you post, where you post, and how you measure success.

Common goals include:

- > Build brand awareness – You want more people to know who you are and what you do.
- > Drive traffic to your website – You want to lead people to a blog, shop, service page, or lead magnet.
- > Generate qualified leads – You're focused on conversions—getting people into your funnel or onto your calendar.
- > Build a loyal community – You want to foster connection, conversation, and trust with your followers.
- > Increase sales or conversions – You want to turn followers into paying customers through clear calls to action.

💡 **Pro Tip:** Your content should always ladder back to your core goal. If a post doesn't serve that purpose, consider skipping it.

1.2 IDENTIFY YOUR AUDIENCE

If you're trying to talk to everyone, you'll connect with no one. Get clear on who you're speaking to—so your message lands where it matters.

Ask yourself:

- > Who is your ideal client or customer? (Be specific: age, profession, personality, pain points.)
- > What are they struggling with right now?
- > What do they want (not just what they need)? What motivates them to take action?
- > Where are they spending time online? Instagram? TikTok? LinkedIn? Pinterest?
- > What time are they most likely scrolling or engaging?

★ Bonus Tip: Create a quick persona. Example:

"Taylor is a 34-year-old wellness coach who's overwhelmed with marketing, hangs out on Instagram, and wants her brand to feel polished without feeling corporate."

1.3 DEFINE YOUR BRAND VOICE & TONE

Your brand voice is how you sound and feel online. Consistency here builds trust and recognition.

Ask yourself:

- > What 3-5 adjectives describe your brand? (e.g., bold, warm, no-BS, clever, thoughtful)
- > How do you want people to feel when they interact with your content? Inspired? Empowered? Seen? Entertained?
- > Are you casual and conversational? Professional and polished? Edgy and direct?
- > What do you want to avoid sounding like? (e.g., salesy, robotic, generic)

★ Brand voice starter example:

"We're friendly but direct. Educational, not preachy. Helpful, with a dash of humor. Think: expert best friend energy."

🗣️ When in doubt, read your caption out loud. If it doesn't sound like something you would say, it's probably off-brand.

1.4 CHOOSE YOUR CORE PLATFORMS (START WITH 2-3 MAX):

Platform	Use for	Recommended Posting
Instagram	Visual storytelling, reels, carousels	3-5x/week + stories daily
Facebook	Local, longer-form, events	3-4x/week
LinkedIn	B2B, thought leadership	2-3x/week
TikTok	Raw, personal, short-form	3-5x/week
Pinterest	Evergreen content, blog traffic	Pin 5-10x/week
Google Business	Local credibility + SEO	1-2x/week

STEP 2: Weekly Content Breakdown

Consistency is key—but so is variety. A strong content mix ensures your audience stays interested, trusts you, and knows what to do next.

Each week, aim to hit these **5 core content functions**:

- > Educate – Teach something that positions you as the expert.
- > Build Trust – Share real stories, values, and proof.
- > Sell – Confidently offer your services or products.
- > Show Personality – Make it human. Let people feel connected.
- > Engage – Spark interaction to stay visible in the algorithm and in people's minds.

🕒 Pick 1 post type per weekday for a strong, balanced weekly rhythm.

YOUR IDEAL WEEKLY MIX (POST 4-5X/WEEK MINIMUM):

Content Type	Purpose	What It Looks Like	Pro Tips
Educational	Build authority, solve problems	Tips, tutorials, myths, mini-lessons, “what not to do” posts	Focus on what they don’t know they don’t know. Keep it actionable.
Promotional	Drive conversions and awareness	Service highlights, limited-time offers, booking reminders	Add urgency. Include a clear CTA like “DM to book” or “Click the link.”
Social Proof	Build trust and credibility	Testimonials, case studies, client wins, user-generated content	Include photos, stats, or screenshots for extra impact.
Engagement	Spark conversation and interaction	Polls, “this or that,” unpopular opinions, relatable content	Ask questions that are easy to answer or react to.
Behind-the-Scenes	Show your process + personality	Day in the life, messy middles, how you do what you do	Keep it real. People connect with progress more than perfection.

STEP 3: Create a Monthly Content Calendar

Plan your content in 1-2 week blocks. A sample rotation:

Day	Post Type	Example
Monday	Educational	“3 common design mistakes that hurt your brand” (carousel)
Tuesday	Engagement	“Be honest—when’s the last time you updated your website?” (poll)
Wednesday	Behind-the-Scenes	Time-lapse of a logo being built or a peek at your workspace
Thursday	Promotional	“Now booking for June! Here’s what’s included.” (with CTA)
Friday	Social Proof	Screenshot of client feedback + short story of their success

Tip: Repurpose across platforms. One reel = a TikTok + a blog teaser + a Pinterest pin, etc

💡 Your audience doesn’t need perfection. They need clarity, connection, and consistency. Don’t be afraid to reuse strong posts, repost what’s performing well, or expand on ideas that resonate.

STEP 4: Set Up Your System

If strategy is the what, then systems are the how. Your content won't get posted—or work—if you don't have a system to create, plan, and stay consistent.

Creating a sustainable social media flow doesn't require you to post daily, go viral, or be glued to your phone. It requires structure.

RECOMMENDED TOOLS TO STAY (MOSTLY) SANE

Category	Tool	Why It's Worth Using
Content Design	Canva Pro	Create branded templates for carousels, stories, and videos. Use folders and brand kits to stay consistent.
Scheduling	Metricool, Later, Buffer, Planoly	Plan and auto-post your content in advance. Save time, avoid scrambling.
Workflow & Planning	Notion, Trello, ClickUp, Google Sheets	Organize your ideas, calendar, captions, hashtags, and inspiration in one place. Create weekly or monthly boards.
Video Editing	CapCut, InShot, Adobe Rush	Make reels and TikToks look clean and professional—even if you film on your phone.
Analytics	Instagram Insights, TikTok Analytics, Metricool	Track what's working (and what's not) across all platforms to make informed decisions.
Inspiration Bank	Pinterest boards, Instagram "Saved" folders, Notes app	Save trends, caption ideas, hooks, and formats you can reuse or riff on later.

SET UP YOUR WEEKLY CONTENT WORKFLOW

Here's a realistic weekly content cycle that works for most business owners or small teams. You don't need to create new content every day—you just need to create smart systems for batching and repurposing.

Weekly Social Workflow Example

Task	Time Estimate	Purpose
1. Brainstorm Content Ideas	1 hour/week	Pull from client FAQs, industry trends, past wins, or content pillars
2. Outline Captions + Plan Posts	1–1.5 hours	Draft 4–6 short captions with CTA. Organize in your planner or content calendar.
3. Design Graphics / Edit Videos	1–2 hours	Use Canva or CapCut. Create content for multiple formats from one idea.
4. Schedule Content	30 minutes	Load posts into your scheduling platform. Adjust posting times based on audience data.
5. Engage & Reply	10–15 mins/day	Respond to comments & DMs, vote in polls, and engage with other accounts to stay visible.
6. Review Analytics	30 mins/week	Check what's working, what's not. Plan adjustments for next week based on results.

BATCH AND REPURPOSE LIKE A PRO

Work smarter, not harder. Content doesn't have to be one-and-done. In fact, the best content is the kind you squeeze every drop out of. Repurposing isn't just efficient—it reinforces your message across platforms, formats, and audiences.

One Idea = Endless Possibilities. Let's say you create a post around:
"3 signs your brand might be confusing your audience."

Here's how you can turn that into 5+ high-impact pieces of content:

Format	Platform	Example
Carousel	Instagram or LinkedIn	A slide for each "sign" + a strong CTA at the end
Reel / Short Video	Instagram, TikTok	You explaining the signs with text overlays or voiceover
Pinterest Graphic	Pinterest	A vertical version of the carousel with blog link or lead magnet
Quote Graphic	IG, FB, LinkedIn	"Confusion kills conversions—clarity builds trust." paired with brand visuals
Story Series	Instagram, FB	Frame-by-frame breakdown with polls, sliders, or quick tips
Email Content	Your list	Expand into a value-packed email with a CTA to book a call
Blog Post	Website	Flesh it out into a 500–800 word post with examples, stats, or client stories

Pro Repurposing Tips:

- **Batch by content pillar.** Sit down and brainstorm 3–4 ideas for each pillar (promo, educational, etc.), then build content off each.
- **Use templates.** Create plug-and-play templates in Canva to speed up production.
- **Reuse what works.** That high-performing post from 3 months ago? Repost it with a new graphic or hook. Your audience isn't memorizing your content.
- **Vary the format.** One post idea can live as a Reel, then a static post, then a carousel, then a story with a poll—without repeating yourself.

YOU DON'T NEED MORE IDEAS—YOU NEED A SYSTEM

Repurposing content not only saves time, it increases visibility and repetition (which builds brand recognition and trust). Most people need to hear something 7+ times before it sticks.

Your goal isn't to post every day with brand new ideas.

Your goal is to show up consistently with clear, valuable, intentional content—without reinventing the wheel every week.

STEP 5: Grow, Analyze, and Adjust

Creating content is only half the game.

The real power? Comes from **reviewing what works**, understanding why, and making smart decisions based on actual data—not just vibes.

Social media isn't just a creative outlet—it's a living, breathing feedback loop. Every post you share is giving you clues about what your audience connects with, what drives results, and what falls flat.

HERE'S WHAT TO KEEP YOUR EYE ON:

- > **Reach:** Are new people seeing your content? This tells you how well your content is performing in the algorithm and whether your hashtags, timing, and content hooks are working.
- > **Saves & Shares:** This is a strong signal that your content is valuable. It means people want to refer back to it or share it with others—major trust builders.
- > **Comments & DMs:** Engagement is gold. Are people talking to you? Asking questions? Resonating with what you're saying?
- > **Clicks:** Are they taking action? Whether it's to read a blog, check out your services, or book a call—clicks are a sign that your content is converting attention into traffic.
- > **Follows:** If your follower count is growing, it means your content is attracting the right people—and your profile is compelling enough to keep them.
- > **Leads or Sales:** Ultimately, is your content moving people through your funnel? Track inquiries, bookings, purchases, or email signups tied to specific campaigns or posts.

ASK YOURSELF THESE QUESTIONS EVERY MONTH:

- > What content **actually performed** the best—and why? Was it the format, topic, tone, or timing?
- > What flopped? And was it the messaging, the design, or the delivery?
- > Are there patterns in your engagement? (More saves on how-to's? More comments on personal posts?)
- > What days/times seem to generate the most interaction?
- > Are you seeing more leads or sales tied to certain content types (like testimonials, education, or promos)?

Plan Smarter, Not Harder

You don't need to reinvent the wheel.

You just need to double down on what's working and let go of what's not.

If people love your behind-the-scenes content, give them more of that.

If your promo posts always underperform, try reframing the offer. Add more proof. Change the CTA.

Lead with value.

Let the data guide you—not paralyze you.

💡 **Remember:** your content is not just creative—it's strategic. Post with purpose. Track the results. Adjust with intention.

That's how you grow.

The Bottom Line: Why Strategy Matters

Having a strategic plan isn't about making things more complicated—it's about making your efforts more effective.

Social media can be a powerful growth tool, but without a plan, it becomes a time-consuming guessing game. You end up posting just to post, chasing trends, and wondering why nothing's clicking.

When you lead with strategy, everything changes.

You know who you're speaking to. You understand why you're posting. You create content that connects, builds trust, and drives real results.

A clear plan helps you:

- > Show up consistently, even when you're busy
- > Stay focused on your goals (not just the algorithm)
- > Communicate your value clearly and confidently
- > Build a recognizable, trustworthy brand over time

The goal isn't just to "be active" on social media. The goal is to be intentional, impactful, and aligned with the business you're building.

Whether you follow this guide DIY-style or hand it off to someone like me, having a strategy in place is how you stop spinning your wheels and start building real momentum.

NEED SUPPORT?

Reach out anytime!

You've already done the hard part—getting clear on your strategy. But if creating, designing, and posting still feels overwhelming, we're here to help.

Whether you want guidance, done-for-you content, or someone to fully take it off your plate—we've got you.