



Content Calendar Template

Plan a full month of social media content in one sitting. Copy this table into a spreadsheet and fill one row per post.

Weekly content mix

- Monday — Educational tip
- Wednesday — Behind the scenes / team
- Friday — Testimonial or case study
- Sunday — Offer or call to action

Date	Platform	Post idea	Call to action
Mon 1	Instagram	3 mistakes customers make	DM "TIPS"
Wed 3	Facebook	Meet the team video	Follow page
Fri 5	Instagram	Client before/after	Book on WhatsApp
Sun 7	All	Weekend offer	Order now

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