

BOSS BABE SOCIAL MEDIA CONTENT CALENDAR

WEEKLY PLANNING SECTION

- PRIMARY PLATFORM: -----
- WEEKLY POSTING GOAL (E.G., 3X PER WEEK):

- FEED, REEL AND STORY

CONTENT THEMES (FILL IN YOUR TOPICS EACH WEEK)

- ✦ MONDAY - EDUCATE (TEACH SOMETHING VALUABLE)
- ✦ TUESDAY - BEHIND-THE-SCENES (SHARE A PEEK INTO YOUR PROCESS)
- ✦ WEDNESDAY - ENGAGEMENT (ASK A QUESTION, POLL, OR START A CONVO)
- ✦ THURSDAY - INSPIRE (MOTIVATIONAL POST OR PERSONAL STORY)
- ✦ FRIDAY - SALES & OFFERS (TALK ABOUT WHAT YOU SELL!)

MONTHLY SOCIAL MEDIA GOALS

- FOLLOWER GROWTH GOAL: -----
- ENGAGEMENT GOAL (LIKES, COMMENTS, SHARES):

- INSIGHTS (WHAT POST ARE WORKING AND GETTING THE MOST INSIGHT)
- ONE THING I WILL IMPROVE THIS MONTH:

PRO TIP: QUALITY BEATS QUANTITY. A FEW HIGH-VALUE, AUTHENTIC POSTS WILL DO MORE FOR YOUR BUSINESS THAN POSTING JUST TO POST!