# Social Media Calendar

**Purpose:** This content calendar is designed to help plan, organize, and schedule social media posts across different platforms efficiently. It supports marketing teams in visualizing weekly or monthly post planning, content types, and campaign progression to maintain consistent and strategic audience engagement.

## Overview

**Campaign Name:** {campaignName}

**Duration:** From {startDate} to {endDate}

**Responsible Team Member:** {ownerName}

## Platforms

Scheduled posts will be shared across the following platforms:

{#platforms}

* {name}

{/platforms}

## Goals

The main objectives of this campaign are:

{#goals}

* {goalDescription}

{/goals}

## Weekly Calendar

A breakdown of posts planned for each day of the week.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Day** | **Platform** | **Content Type** | **Post Description** | **Analytics to Track** |
| {#calendar}{date} | {day} | {platform} | {contentType} | {description} | {metrics}{/calendar} |

## Content Details

Below is a list of content assets assigned per platform:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Platform** | **Post Title** | **Copy/Text** | **Image/Media** | **Scheduled Time** |
| {#contents}{platform} | {title} | {text} | {media} | {time}{/contents} |

## Team Notes

Important notes and comments provided by the campaign team:

{#notes}

* **{author}:***{comment}*

{/notes}

## Status Summary

**Total Scheduled Posts:** {totalPosts}

**Posts Published:** {publishedPosts}

**Posts Remaining:** {remainingPosts}

{#hasDelays}

### Delay Notes

**Some posts have been delayed:**

{#delays}

* **{date}:** {reason}

{/delays}

{/hasDelays}

{^hasDelays}

*No delays have been recorded during this campaign.*

{/hasDelays}

## Next Steps

{nextActions}