



Content Calendar Planning SOP (Client Template)

Week 1 – Research Phase (30 mins)

- ☐ Review analytics from previous month
- ☐ Identify top-performing content themes
- ☐ Check industry trends and seasonal events
- ☐ Note important dates and holidays
- ☐ List 3–5 content pillars for the month

Week 2 – Content Planning (45 mins)

- ☐ Create content calendar template
- ☐ Plan 4 posts per week across platforms
- ☐ Balance educational vs promotional content (80/20 rule)
- ☐ Schedule posts for optimal engagement times
- ☐ Plan cross-platform content variations

Week 3 – Content Creation (30 mins)

- ☐ Write all captions and copy
- ☐ Create or source visuals for each post
- ☐ Prepare hashtag sets for different post types
- ☐ Schedule content using management tools
- ☐ Set up tracking links for analytics

Week 4 – Review & Optimize (15 mins)

- ☐ Review scheduled content for quality
- ☐ Make final adjustments to posting times
- ☐ Prepare engagement response templates
- ☐ Set daily monitoring reminders
- ☐ Plan next month's content themes