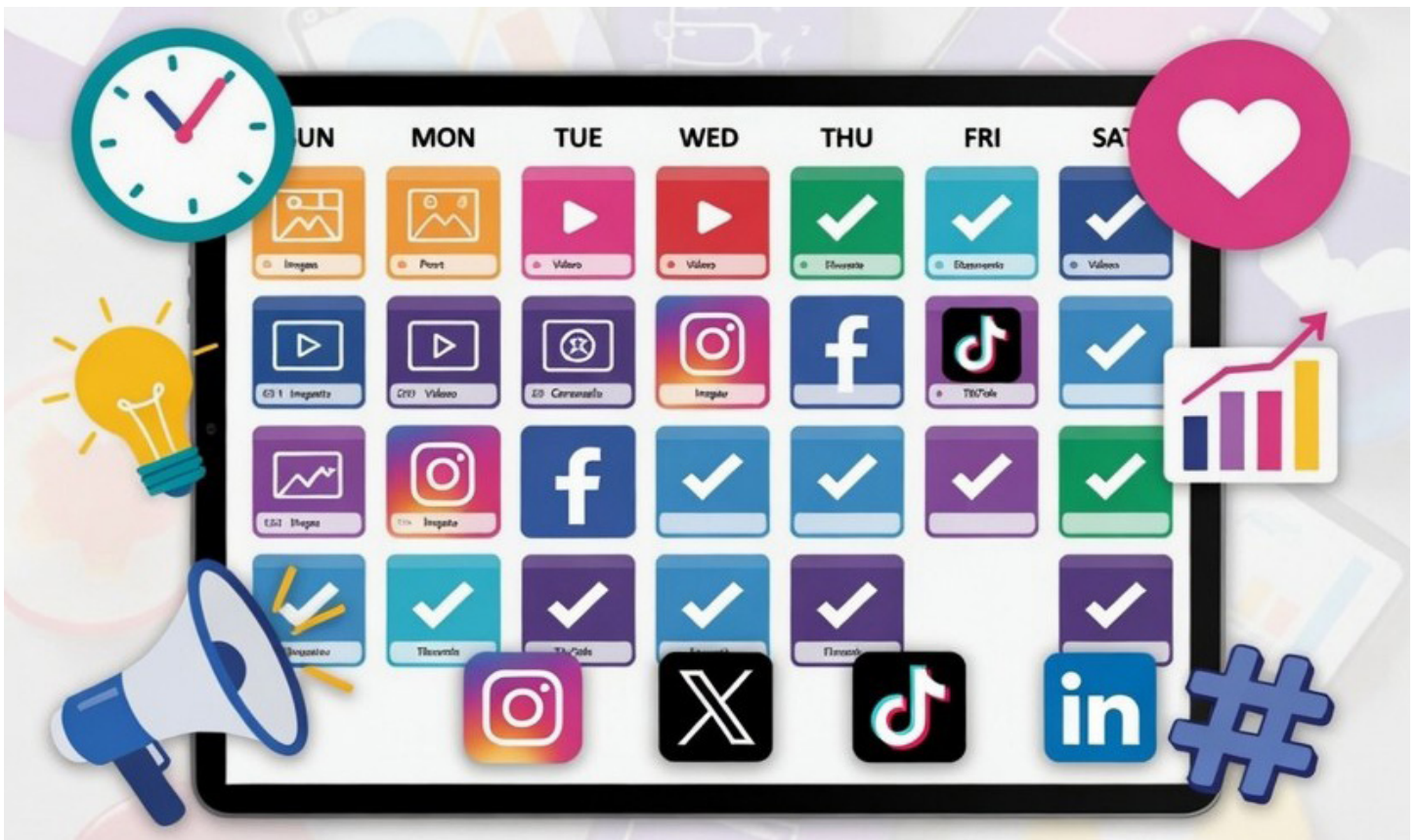


Social Media Content Calendar

Step-by-Step Guide to Planning Engaging Content



Introduction

Stop guessing what to post. This 90-day calendar helps you plan consistent, strategic content that builds engagement and drives results.

What is Content Pillars?

Content Pillars (also called content pillar topics or content clusters) are the foundational themes or core topics around which you build your entire content strategy. They act as the “main columns” that support all your social media posts, blog articles, videos, emails, etc.

Content Pillars to Rotate

1. Educational / How-to
2. Behind-the-Scenes / Team
3. Promotional / Offers
4. Engagement / Polls & Questions
5. Inspirational / Stories

Sample 30-Day Content Calendar Preview

(Expandable to 90 Days)

Week 1: Brand Introduction						
Mon	Mon	Tue	Wed	Thu	Fri	Sun
1 Behind-the-scenes photo	2 Post Idea	3 Educational tip carousel	4 Post Idea	5 Customer testimonial	6 Post Idea	7 Post Idea
8 Product demo video	9 Post Idea	10 Benefits infographic	11 Post Idea	12 User review highlight	13 Post Idea	14 Post Idea
15 Quick tip of the day	16 Post Idea	17 How-to guide carousel	18 Post Idea	19 Industry insight	20 Post Idea	21 Post Idea
22 Poll: What's your challenge?	23 Post Idea	24 Team behind-the-scenes	25 Post Idea	26 Giveaway announcement	27 Post Idea	28 Post Idea
29 Product feature highlight	30 Post Idea	31 Post Idea	32 Post Idea	33 All empty		



Month 2: Product Showcase

	Mon	Mon	Tue	Wed	Thu	Fri	Sun
Video	1			3		5	
1	Product demo video			Benefits infographic		User review highlight	
Wed	8			10		12	
8	Feature spotlight			How-to tutorial carousel		Comparison chart	
Quote	15			17		19	
11	Customer success story			Behind-the-product process		Limited offer Tease	
Mon	22			24		26	
24	Q&A session			Testimonial video		Product tips & tricks	
29	New feature reveal						



Sample 30-Day Content Calendar Preview

(Expandable to 90 Days)

Month 3: Audience Engagement & Community							
	Mon	Tue	Wed	Thu	Fri	Sat	Sun
T		1 Poll: What's your biggest challenge? 👉	2	3 Q&A Live session announcement ❓	4 Follower shoutout carousel 👉	5	6
B	7 Community story highlight 👉	8 👉	9 Ask me anything post ❤️	10 anything post	11	12 User-generated content repost	13
C	15 Interactive tip + question	16 ❤️	16 Behind-the-scenes team intro 👉	17	18	19 Giveaway or contest ❤️	20
A	22 Testimonial Thursday style	23	24 Discussion prompt	25 Milestone celebration 📢	26	27	30
S							



How to Use This Template

1. In the next page, fill in topics and post types for each week
2. Include platform-specific notes (Reels, Carousels, Stories, etc.)
3. Schedule using your favorite tool: Canva, Adobe Creative Suite

Bonus Tips

1. Post 3–5 times per week minimum
2. Always include a subtle CTA
3. Track what performs best and adjust

Final Notes

Congratulations!

You now have everything you need to move from chaotic, last-minute posting to a strategic, consistent, and effective social media presence.

Your 30-Day Content Calendar Template (expandable to 90 days) is more than just a planner — it's a powerful system that brings clarity, saves time, and helps you build a real connection with your audience.

30-Day Social Media Content Calendar Template

(Expandable to 90 Days)

Month X: [Your Theme]

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				[Your Post Idea]	[Your Post Idea]	[Your Post Idea]
1 [Your Post Idea]	2 [Your Post Idea]	3 [Your Post Idea]	4 [Your Post Idea]	5 [Your Post Idea]	6 [Your Post Idea]	7 [Your Post Idea]
8 [Your Post Idea]	9 [Your Post Idea]	10 [Your Post Idea]	11 [Your Post Idea]	12 [Your Post Idea]	13 [Your Post Idea]	14 [Your Post Idea]
15 [Your Post Idea]	16 [Your Post Idea]	17 [Your Post Idea]	18 [Your Post Idea]	18 [Your Post Idea]	20 [Your Post Idea]	21 [Your Post Idea]
15 [Your Post Idea]	16 [Your Post Idea]	17 [Your Post Idea]	18 [Your Post Idea]	19 [Your Post Idea]	20 [Your Post Idea]	21 [Your Post Idea]
22 [Your Post Idea]	23 [Your Post Idea]	24 [Your Post Idea]	25 [Your Post Idea]	26 [Your Post Idea]	27 [Your Post Idea]	28 [Your Post Idea]
29 [Your Post Idea]	30 [Your Post Idea]	31 [Your Post Idea]	[Your Post Idea]	[Your Post Idea]		



Notes