

Small Business Social Media Content Planner

A practical planning worksheet for creating consistent, useful, and manageable social media content for a small business.

Simple approach: Choose a clear goal, plan a useful mix of content, schedule realistic publishing days, and review what your audience responds to.

1. Monthly Content Goals

- Increase awareness of the business or brand.
- Educate customers with useful tips or answers.
- Promote products, services, offers, or important updates.
- Build trust with helpful stories, proof, and behind-the-scenes content.
- Encourage a clear action such as visiting the website, contacting the business, or making a booking.

2. Content Ideas Bank

Content type	Example idea	Planned
Educational	Quick tip, how-to, checklist, common mistake	■
Product / Service	Feature, benefit, use case, before-and-after	■
Customer Proof	Review, testimonial, case example	■
Behind the Scenes	Work process, team, tools, preparation	■
Local / Community	Local event, partnership, useful local information	■
Engagement	Question, poll idea, myth vs. fact, prompt	■

3. Weekly Planning Sheet

Day	Topic / Idea	Format	CTA	Ready
Monday				■
Tuesday				■
Wednesday				■
Thursday				■
Friday				■
Weekend				■

4. Post Quality Check

- The post has one clear main message.
- The opening line or visual gives people a reason to continue.
- The wording is easy to understand and matches the brand.
- Any link, offer, price, date, or contact detail is correct.
- Images are clear and sized for the platform.

■ The call to action is useful and appropriate.

30-Day Planning Dashboard

Week	Main goal	Posts planned	Posts published	Notes
Week 1				
Week 2				
Week 3				
Week 4				

Monthly Review

- Which topics received the most useful engagement?
- Which posts generated website visits, enquiries, or other meaningful actions?
- Which content formats were easiest to produce consistently?
- What should be repeated, improved, or dropped next month?

Listovix tip: Consistency is usually more sustainable than trying to publish everything. Build a repeatable content routine around the topics your customers actually find useful.