

Social Content Planner

A working sheet for ideas, hooks and publishing—not a posting quota.

Use one row per platform when adapting an idea. Move items through Idea → Planned → In Production → Scheduled → Published. Add the live URL after publishing.

[illegible]

Weekly content review

Use this page at the end of a week or campaign.

Record what you actually published, note a useful signal from your own analytics, and choose one practical change for next time.

Week starting	Planned	Published	What worked / evidence	What to repeat or change