The Monthly Social Media Content Plan

A free template from NVS | Make It Work Monday

This is a working method for planning a month of social content, not a style guide. The core idea is that each content category owns a day of the week. Once the rotation is set, the calendar largely builds itself, the mix stays balanced without anyone counting, and the only real decisions left are what goes in each slot and which days break the pattern.

Everything in brackets is meant to be replaced. The category names, days and channels below are a starting pattern. Adjust them to what the account actually runs.

How the month gets built

The month is planned as a grid before a single caption is written.

1. **Pull the calendar.** Mark awareness days, campaign dates, launches and anything already committed.
2. **Lay in the rotation.** Give each weekday its standing category across every week of the month.
3. **Adjust for special days.** Move or swap a slot where a date earns it. Aim for at least one awareness-day anchor per month.
4. **Assign sources.** Name the specific person, project or piece of source material for every story slot. Do this before writing, not during.
5. **Check the mix.** Coverage across programs, regions or segments is a monthly-level check, not a per-post one.
6. **Write.** Vary the opening structure between consecutive posts.
7. **Source images.** Pull them and match them to the right subject.
8. **Schedule.** Run the checklist at the end before anything goes in the queue.