

Content Planning Template

Plan a full week of social content in under 30 minutes — every Sunday.

Consistency is the number one driver of social media growth. Use this every Sunday to plan your week ahead — so you never stare at a blank phone wondering what to post.

YOUR 5 CONTENT PILLARS

01 — Education Teach your audience something valuable about your industry or niche

02 — Social Proof Client results, testimonials, transformations, and case studies

03 — Behind the Scenes Your process, workspace, story, and day-in-the-life content

04 — Engagement Questions, polls, trending audios, opinions, and relatable content

05 — Authority Your journey, lessons learned, expert opinions, and personal brand

WEEKLY PLANNER

MONDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>
TUESDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>
WEDNESDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>
THURSDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>
FRIDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>
SATURDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>
SUNDAY	PLATFORM <i>IG / TT / LI</i>	PILLAR <i>01-05</i>	HOOK / IDEA <i>Write your hook...</i>	CTA <i>Follow / Save / Book</i>

Quick Planning Tips

- Batch-write all 7 days in one sitting — 30 minutes, not 3 hours.
- Aim for: 2 Education, 2 Social Proof, 2 BTS, 1 Engagement per week.
- Write your hook first — if line one isn't compelling, nobody sees the rest.
- Repurpose — one idea can become a Reel, carousel, story, AND caption.

Want a done-for-you content strategy? Book a free call at thevisibilitylab.co.uk