

THRIVE

Weekly Social Media Planner

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES

[illegible]

SOCIAL MEDIA REFERENCE GUIDE - Weekly Content Ideas

MONDAY - MOTIVATION

- Inspirational quotes
- Goal-setting tips
- Success stories
- Weekly challenges
- Team achievements

TUESDAY - TIPS & EDUCATION

- How-to tutorials
- Industry insights
- Product features
- FAQ answers
- Best practices

WEDNESDAY - BEHIND THE SCENES

- Office/workspace tours
- Process videos
- Team introductions
- Day-in-the-life content
- Company culture

THURSDAY - CUSTOMER FOCUS

- Customer testimonials
- Case studies
- User-generated content
- Reviews showcase
- Customer spotlights

FRIDAY - FUN & COMMUNITY

- Weekend wishes
- Team celebrations
- Fun facts
- Community highlights
- Polls and questions

WEEKEND - LIFESTYLE

- Product in use
- Lifestyle shots
- Inspirational content
- Community features
- Seasonal content

KEY METRICS TO TRACK

REACH

How many unique accounts saw your content

ENGAGEMENT RATE

Likes, comments, shares divided by reach

CLICK-THROUGH RATE (CTR)

Clicks on your links/total impressions

FOLLOWER GROWTH

New followers gained per week/month

SHARE/SAVE RATE

How often people share or save your content

SOCIAL MEDIA REFERENCE GUIDE - How To Measure Success

CONSISTENCY IS KEY

Post regularly, even if it's just 3x per week. Quality over quantity.

ENGAGE BACK

Always respond to comments and DMs within 24 hours when possible.

USE STORIES

They're perfect for behind-the-scenes content and have high engagement.

MONITOR TRENDS

Jump on relevant trends early but make sure they align with your brand.

PLAN AHEAD

Batch create content and schedule posts to save time during busy periods.

TEST & LEARN

Try different post types and times to see what works for your audience.

If reading all of this has got your creative wheels turning, but you need some **more support** with knowing how to implement these strategies for **YOUR specific business**, then book in for a **one hour strategy power hour** to discover **what posts would truly resonate with your audience, really drill down into who your audience actually is, and develop a content plan that stops you from posting randomly and starts getting you real engagement.**

BOOK YOUR SESSION HERE