

7 Day Social Media Content Planner



**BUSINESS
SIMPLIFIED**
Less Overwhelm. More Clarity.

sue@businesssimplified.au
www.businesssimplified.au



Introduction

Hi, I'm Sue from **Business Simplified**, I have created these prompts for you to try so you can see how powerful they can be. I also walk you through the basics of how to use them. You'll find step-by-step instructions, ready-to-use prompts, and tips to help you get the best results quickly using this **7 Day Social Media Content Planner**.

Once you start using these prompts, you'll see how easily ideas begin to take shape. You can build on them, refine them, and adapt them to suit your needs. For those moments when time is limited and coming up with content feels overwhelming, this is just one part of a system designed to make things easier. Enjoy.

How To Use These Prompts

Follow these simple steps to get the best results from this AI prompt.

Step 1 – Copy the Prompts

Locate the black prompt boxes in this guide and copy the entire prompt.

Step 2 – Open Your AI Tool

Paste the prompts into your preferred AI tool (such as ChatGPT, Claude, Gemini, etc).

Step 3 – Replace the Bracketed Sections

Some parts of the prompt contain words in brackets like this [example text]

Replace these with your own details - *the brackets are just place holders, you can delete them.*

Example:

[target audience] → young mums

[business type] → health & fitness coach

Step 4 – Submit the Prompt

Once you've added your information, press enter or click send to generate the AI response.

Step 5 – Review and Refine

If needed, ask the AI to:

- expand the response
- simplify the answer
- rewrite in a different tone
- add more examples

AI works best when you **refine the output with follow-up instructions**.

1. **7-Day Social Media Content Plan** - Copy and paste this first part below, then type in all your business details:

```
You are an expert social media strategist and content planner.  
Your task is to create a 7-day social media content plan for Facebook and  
Instagram for the business described below.
```

```
BUSINESS DETAILS
```

```
Industry/Niche: [Insert industry]
```

```
Business Type: [Product or service]
```

```
Target Audience: [Describe ideal audience]
```

```
Location (if relevant): [City/region or online]
```

```
Brand Personality: [Friendly, professional, educational, fun, etc.]
```

```
Main Goal: [Increase engagement, generate leads, build brand awareness, sell  
products]
```

```
CONTENT REQUIREMENTS
```

```
Create a 7 day content plan that includes:
```

- A mix of educational, engaging, promotional, and personal posts
- Content suitable for both Facebook and Instagram
- Post ideas that work for any industry
- Simple content ideas that are easy to create

2. Then Copy and paste this second part below:

```
Write me the following workflow structure
```

```
WORKFLOW STRUCTURE
```

```
For each of the 7 days provide:
```

- ```
1. Day number
2. Post type (Tip, Story, Question, Behind-the-scenes, Promotion, Testimonial,
etc.)
3. Post idea/topic
4. Caption suggestion
5. Call-to-action
6. Suggested visual (photo, carousel, reel, graphic, etc.)
```

3. Then Copy and paste this final part below:

```
Give me the content strategy and goal
```

```
CONTENT STRATEGY
```

```
Follow this weekly structure:
```

- ```
Day 1 – Educational tip  
Day 2 – Question to increase engagement  
Day 3 – Behind-the-scenes content  
Day 4 – Valuable advice or how-to tip  
Day 5 – Story or relatable experience  
Day 6 – Soft promotion of product/service  
Day 7 – Community or engagement post
```

```
GOAL
```

```
The final output should be a clear and organised 7-day posting plan that helps  
the business stay consistent, increase engagement, and attract potential  
customers on Facebook and Instagram.
```

You can copy and paste each section as described above directly into ChatGPT and hit Enter and get a result for each prompt or you can copy and paste each section into a text editor or Word doc and then copy and paste all 3 at once, you will get different results, so play around with it.

**Tips for
better results**

- Be as specific as possible when filling in the prompt details.
- If the result isn't exactly what you want, ask the AI to improve it.
- You can reuse the same prompt multiple times with different inputs.

Tested & Verified

I personally write and test each prompt to ensure it produces clear, actionable, and high-quality results. I also run deep dive questionnaires which give much more detailed responses and I know how valuable this can be to the individual and for your business.



You've now seen how effective the right prompts can be in practice.

If you'd like more of these crafted and ready-to-use systems, you can explore the full range on the [Business Simplified](#) website.

Happy prompting! :)