

Simple Content Calendar Template for Solopreneurs

Overview:

This template is designed to help business owners organize and plan their content ahead of time. With just a few key pieces of information, they can create a content plan for multiple platforms and stay consistent with their marketing efforts.

Contents of the Template:

- Platforms Covered:

Facebook, Instagram, LinkedIn, Twitter, Email (you can easily customize it to include other platforms if needed).

- Weekly Breakdown:
- Week 1, Week 2, Week 3, etc.

The calendar is broken into weeks, with space to plan content for each platform. The user can decide what type of content they want to post (text, image, video) for each day of the week.

- Content Types:
 - Engagement Posts: Content designed to engage the audience (polls, questions, interactive posts).
 - Educational Posts: Sharing knowledge, tips, how-to guides.
 - Promotional Posts: Posts highlighting services/products, offers, or upcoming events.
 - Behind-the-Scenes Posts: Show the process of running the business, introducing team members, etc.
 - User-Generated Content or Testimonials: Encourage customers to share their experiences.
- Sample Weekly Content Plan:

Here's an example of what the calendar might look like for one week.

Day	Facebook	Instagram	LinkedIn	Twitter	Email
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Monday	Post a business tip (Engagement)	Share behind-the-scenes story	Share an industry-related article	Post a thought-provoking question	Send out a weekly newsletter
Tuesday	Share a customer testimonial	Post a product/service feature	Link to blog post with value	Share an inspirational quote	
Wednesday	Share a blog article (Educational)	Post a tip or how-to guide	Share a case study	Post an engaging poll or survey	
Thursday	Share a personal update	Post a video or reel	Share business achievement/award	Retweet an industry-related article	
Friday	Share an offer/discount (Promo)	Showcase your product or service	Share a team member spotlight	Share a weekend reminder/offer	
Saturday	Ask followers for feedback (Engage)	Share a fun fact or meme	Share customer story/testimonial	Tweet something related to weekend plans	
Sunday	Share an inspirational post	Share a recap of the week	Post a weekend wrap-up	Share a tip or lesson learned	

How to Use the Template:

- Fill in the Dates:

In the Google Sheets or Notion version of the calendar, you can adjust the dates and plan content for any month or quarter.

- Customize for Your Business:

Encourage users to adjust the content types based on what's relevant for their audience (for example, using different types of posts for specific industries).

- Track Engagement:

Add columns for tracking engagement or notes. This could include likes, comments, shares, or clicks on posts.