

# Social Media Content Planning Calendar



MESSAGE TYPES:  
Events & Programs • Organization Initiatives • Information & Entertainment •  
Fundraising & Membership • Partner Shout-Outs • Shares • Reword & Repeat

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Message  
Type

Post  
/ Tweet

Content  
Type

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Message Type							
Post / Tweet							
Content Type							