SOCIAL MEDIA CONTENT CALENDAR

WHY THIS TOOL MATTERS?

In today's communication landscape, social media are essential channels for visibility, engagement, and storytelling.
This tool helps teams plan and organise content strategically, ensuring that posts are consistent, inclusive, and aligned with the project's communication goals.
By using a structured calendar, you can coordinate posts across platforms, maintain a steady rhythm of publication, and engage different audiences more effectively all while staying green and efficient

HOW TO USE IT ?

- **Define your objectives:** What do you want to achieve? (awareness, participation, visibility, community building).
- **List your platforms:** Instagram, Facebook, TikTok, LinkedIn, YouTube, etc.
- **Plan your contents:** Identify the main themes: training sessions, cultural events, project milestones, or youth stories.
- **Assign roles:** Decide who creates visuals, writes captions, and publishes posts.
- **Set a timeline.** Plan ahead weekly or monthly to avoid last-minute rushes.
- **Track and analysis:** Review engagement (likes, shares, comments) to adjust your strategy over time.

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TIPS

- **Use simple words and visuals for accessibility:** short captions, clear images, and limited text help everyone engages easily.
- **Combine with the Communication Plan Template** to keep your messages consistent across all channels.
- **Try digital tools** like Canva, Trello, or Meta Business Suite to plan, schedule, and monitor posts collaboratively.
- **Review engagement regularly** to adapt your strategy and improve future communication.

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MEDIATE YOUR FUTURE

TEMPLATE

Social Media Content Calendar

Complete the Calendar with your Information. Here you are some suggestions that will help you to use the template:

- In **Post type** columns you can choose the topic between:
  - **Awareness & visibilty**: Build initial visibility for your project and introduce its identity to the public. Highlight key messages, logos, and people behind the initiative.
  - **Engagement**: Encourage interaction with young audiences and stakeholders. Create posts that invite comments, shares, tag a friend, etc…
  - **Storytelling**: Share stories from the project - people, events, emotions, and lessons learned. Transform activities into meaningful narratives.
  - **Partnership**: Highlight teamwork and cooperation among project partners. Share joint posts, quotes, or behind-the-scenes stories that show collaboration.
  - **Results**: Communicate project results and final outcomes. Promote materials, events, or tools to extend impact and inspire other organisations.
- **Content** Is about the key message that you want to disseminate.
- **Reach**: write the number of views after 2 weeks.

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Date	Platform	Post type	Content	Responsable	Reach

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