



social with Shayna

MAKING SOCIAL MEDIA EASY & ENJOYABLE

MASTER SOCIAL PLANNER

**MADE FOR CREATIVE ENTREPRENEURS THAT ARE
READY TO CREATE MORE IMPACT ON SOCIAL MEDIA**

TIPS FOR SCHEDULING SUCCESS

1. Plan your social content in chunks, starting with holidays/events and filling in with your content categories.
2. Start with the Month at a Glance template and map out your content plans for all your channels.
3. Next, map + plan your IG feed imagery using a scheduling tool like Planoly or Later.
4. Then, block time to work on copywriting once a week or every two weeks, whatever feels best for you.
5. Work on Instagram stories and Instagram engagement 5-7x per week.

CONTENT RECOMMENDATIONS

Common Instagram Feed categories are:

1. Products and/or services
2. Press mentions
3. Inspirational quotes
4. Reviews + Testimonials
5. Sales + Promotions

Common Instagram Stories ideas are:

1. Process / Behind the Scenes
2. Team spotlights
3. "Fun" Holidays
4. Repurposed articles or blog content
5. How-to's and tips

"IF YOU FAIL TO PLAN, YOU PLAN TO FAIL." - BENJAMIN FRANKLIN

Month at a Glance Social Planner

Month of: _____

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
DATE							
HOLIDAY/EVENT							
IG Feed							
IG Stories							
Other							
DATE							
HOLIDAY/EVENT							
<i>IG Feed</i>							
<i>IG Stories</i>							
<i>Other</i>							
DATE							
HOLIDAY/EVENT							
<i>IG Feed</i>							
<i>IG Stories</i>							
<i>Other</i>							
DATE							
HOLIDAY/EVENT							
<i>IG Feed</i>							
<i>IG Stories</i>							
<i>Other</i>							



HI, I'M SHAYNA!

Thank you for downloading the
Master Social Planner!

This is the exact planning sheet that I
use to schedule my
multiple six-figure clients.

Be sure to follow me on Instagram
@SOCIALWITHSHAYNA for more
easy social media tips to grow the
impact and following in your
small business.