



HubSpot    

Social Media Content Calendar: User Guide

Schedule and document your social media posts with this free calendar and planner.

Introduction

This Social Media Content Calendar will help you organize your social media activities far in advance, making it easier to coordinate campaigns, grow your reach, and scale your social media marketing. The template includes a monthly calendar, content repository, and a space for scheduled updates on Twitter, Facebook, LinkedIn, Instagram, and Pinterest.

To make this template easy to use, this instructional guide will break down what to do with each tab, highlighting nuances and giving you tips for maximum productivity. We'll also give you tips on how to upload this template directly into HubSpot's Social Media Tool to schedule your social posts in bulk.



HubSpot Academy

Free Social Media Certification Course

Take HubSpot Academy's 8-Lesson
Social Media Marketing Course for Business

Sign Up Now

[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					

This calendar is meant for you to plan your monthly social media content. Here, you'll be able to plan posts for campaigns, holidays, or specific pieces of content you'd like to promote across all social networks on a particular day or week.

Above is an example of what your **Monthly Planning Calendar** tab looks like. In the top right corner, you'll see the key of the types of content or campaigns you might coordinate. Feel free to change this key depending on the types of content you tend to promote.

You'll see that you can write in the date next to or above each day of the week, and in the rows below, you can include specific details about your scheduled content or campaigns.

Don't forget to swap out "Insert Month + Year" with the particular month and year you're planning for. This "Monthly Planning Calendar" tab can even be copied over 12 times and made into a calendar for each month of the year.

Content Repository

The Content Repository tab of this spreadsheet is designed to house your most commonly-promoted website content in one place. As your inbound marketing strategy grows, you'll have accumulated an impressive bank of content, website pages, and offers that you'll want to resurface and promote via social media. To ensure you don't lose track of all of that great content, record it on this tab so you're never at a loss for social media content.

If the content you're promoting is not evergreen, be sure to include an expiration date in the column marked "Expiration."



CONTENT TYPE	TITLE	LINK	INTERESTING SNIPPET	IMAGE	EXPIRATION
Website Page	The Return on Investment of Using HubSpot	http://www.hubspot.com/roi	In 2015, an MIT Sloan MBA student completed a research study on the ROI of using HubSpot's marketing software. Highlights include: 3.15x more visitors per month within one year, 4.77x more leads per month within one year, and 72% of customers saw an increase in sales revenue within one year.	TBD	N/A
Blog Post	The Ultimate Social Media Holiday Calendar for 2019 [Template]	https://blog.hubspot.com/marketing/social-media-holiday-calendar-2017	Plan your social media posts for the biggest digital days of the year. Learn more about 2019's social media holidays.	TBD	12/31/19
Template	The Social Media Content Calendar Template	https://offers.hubspot.com/social-media-content-calendar	Download this template to plan a year's worth of social posts and campaigns.	TBD	N/A
Website Page	HubSpot Social Media Inbox Tool	https://www.hubspot.com/products/marketing/social-inbox	Spend more time connecting with the people who matter most with time-saving tools that help you prioritize your social interactions.	TBD	N/A

Twitter Updates

Use this tab to plan out all of your Twitter content week-by-week. The first three columns are “Day,” “Date,” and “Time.”

In the “Message” column, simply input the copy you’d like to appear in your tweet, bearing in mind you should keep it to 257 characters or less if you want to include a link. After you’ve composed your tweet, paste the URL you’d like to include in your tweet in the “Link” column. In the column labeled “Campaign,” include the name, if applicable. Your “Campaign” should align with the same campaign name you used in other marketing materials.

The example below links to a demo of HubSpot’s Social Inbox product, so we included the campaign name “Social Inbox” so the reporting shows how many tweets we sent about this particular topic and how well each performed. You can also include a link to an image file for reference, which will we teach you how to do on page 13.

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE	CHARACTER COUNT
MONDAY							
	1/2/20	9:00:00	Don't batch and blast. HubSpot's social media	http://www.hubspot.com/product	Social Inbox	Paste a web link to your image (size: 1024 x 512 pixels)	145
	1/2/20	12:00:00	Free Twitter Kit for Businesses	https://offers.hubspot.com/how-to	Twitter		31
	1/2/20	15:00:00	Featured Blog: What is Twitter?	https://blog.hubspot.com/marketing	Twitter		31
	1/2/20	17:00:00					0
TUESDAY							
	1/3/20	9:00:00					0
	1/3/20	12:00:00					0
	1/3/20	15:00:00					0
	1/3/20	17:00:00					0

The “Character Count” section will auto-calculate the number of characters you’ve entered with a color-coded system to keep you on point. Green means you’re in the clear and you’ll be able to attach an image in addition to a link. Once you’ve hit 200 characters, the box turns yellow. This means you’ll only be able to fit a link with no image. If the box turns bright red, that means you’ve hit 250 characters and you’re running out of room to include a link.

If you’d like to include an image, check out the section titled, “How to Attach an Image to Your Spreadsheet” on page 11. We suggest using 1024 x 512 pixels for Twitter images.

Facebook Updates

Facebook's update tab works just as Twitter's does, though there's no character count column. Facebook affords users a much longer text limit, so no need to worry about counting characters.

Plan for when your post will go out under the "Day," "Date," and "Time" columns.

Then, head on over to the column labeled "Message" and input the copy you'd like to appear in your status update. Move to the "Link" column and input the link you'll including with the post after that.

If you'd like this update to be tagged to a certain campaign, include this in the "Campaigns" column to ensure you can track all of the traffic that comes from Facebook.

Lastly, if you'd like to include an image, we suggest 1200 x 628 pixels.

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY						
	1/2/20	9:00:00	Don't batch and blast. HubSpot's social media	http://www.hubspot.com/product	Social Inbox	Paste a web link to your image (size: 1200 x 628 pixels)
	1/2/20	12:00:00	How to Use Facebook: A Beginner's Guide	https://blog.hubspot.com/marketing	Facebook	
	1/2/20	15:00:00				
	1/2/20	17:00:00				
TUESDAY						
	1/3/20	9:00:00				
	1/3/20	12:00:00				
	1/3/20	15:00:00				
	1/3/20	17:00:00				
WEDNESDAY						
	1/4/20	9:00:00				
	1/4/20	12:00:00				
	1/4/20	15:00:00				
	1/4/20	17:00:00				
THURSDAY						
	1/5/20	9:00:00				
	1/5/20	12:00:00				
	1/5/20	15:00:00				
	1/5/20	17:00:00				
FRIDAY						
	1/6/20	9:00:00				
	1/6/20	12:00:00				
	1/6/20	15:00:00				
	1/6/20	17:00:00				
SATURDAY						
	1/7/20	9:00:00				
	1/7/20	12:00:00				
	1/7/20	15:00:00				
	1/7/20	17:00:00				
SUNDAY						
	1/8/20	9:00:00				
	1/8/20	12:00:00				
	1/8/20	15:00:00				
	1/8/20	17:00:00				



LinkedIn Updates

LinkedIn updates work similarly to Facebook updates, though you should aim to keep the messages posted more professional and less brand-focused, while Facebook should have the inverse approach. For filling out this form, follow the exact same instructions as outlined above.

If you'd like to attach an image to your post, we suggest 1584 x 396 pixels.

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY	1/2/20	9:00:00	It's frustrating to not be able to tell your boss whether you'll meet your	http://www.hubspot.com/products/social	Social Inbox	Paste a web link to your image (size: 1584 x 396 pixels)
	1/2/20	12:00:00	The Best Time to Post on LinkedIn	https://blog.hubspot.com/marketing/linkedin	LinkedIn	
	1/2/20	16:00:00	29 LinkedIn Tips for Professional Networking, Business & Marketing	https://blog.hubspot.com/blog/tabid/4367/ctl/ArticleDetails/Default.aspx?ArticleId=3211	LinkedIn	
TUESDAY	1/3/20	9:00:00				
	1/3/20	12:00:00				
	1/3/20	16:00:00				
WEDNESDAY	1/4/20	9:00:00				
	1/4/20	12:00:00				
	1/4/20	16:00:00				



Pinterest Updates

Pinterest is a highly visual social network, so make sure you focus on organizing images in this tab. You could do this easily by pasting a link in your Google spreadsheet, or by attaching a document in your Excel spreadsheet. We recommend always organizing your images in a Google Drive, Dropbox, or desktop folder before planning and scheduling content for the week. For Pinterest, your most optimized images will be around 600 x 900 pixels, however also keep in mind that longer content such as infographics could perform even better.

In the “Message” section of your Pinterest tab, keep the text short but searchable. You want to ensure the image is doing the talking for you rather than the text.

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY						
	1/2/20	8:00:00	Want to generate more revenue from Pinterest? Try	http://blog.hubspot.com/marketing/pinterest	Infographics	Paste a web link to your image (size: 600 x 900 pixels)
	1/2/20	12:00:00	12 Pinterest Templates for Business	https://offers.hubspot.com/hubspot-pinterest-templates	Pinterest Templates	
	1/2/20	18:00:00	A Beginner's Guide to Pinterest Analytics	https://blog.hubspot.com/marketing/pinterest-analytics	Pinterest Analytics	
TUESDAY						
	1/3/20	8:00:00				
	1/3/20	12:00:00				
	1/3/20	18:00:00				
WEDNESDAY						
	1/4/20	8:00:00				
	1/4/20	12:00:00				
	1/4/20	18:00:00				

DAY	DATE	TIME	CAPTION	LINK FOR BIO	CAMPAIGN	IMAGE
MONDAY						
	1/2/20	8:00:00	Are you trying to build your brand on Instagram?	http://blog.hubspot.com/marketing/instagram	How-to	Paste a web link to your image (size: 1080 x 1080 pixels)
	1/2/20	10:00:00	Instagram Marketing: How to Create Captivating	https://www.hubspot.com/instagram	Instagram	
TUESDAY						
	1/3/20	8:00:00				
	1/3/20	10:00:00				
WEDNESDAY						
	1/4/20	8:00:00				
	1/4/20	10:00:00				
THURSDAY						
	1/5/20	8:00:00				
	1/5/20	10:00:00				

Instagram Updates

With Instagram updates, you’ll notice you can’t actually link to a specific webpage or article from an individual post. To get around this, we’ve included a “Link in Bio” section to help you organize which posts need promo links, and which don’t.

If your Instagram post doesn’t require a link, simply write “N/A” in the “Link in Bio” section.

For Instagram pictures, we recommend you post high- quality photos that are perfect squares of 1080 x 1080 pixels.

How to Hyperlink an Image in Excel

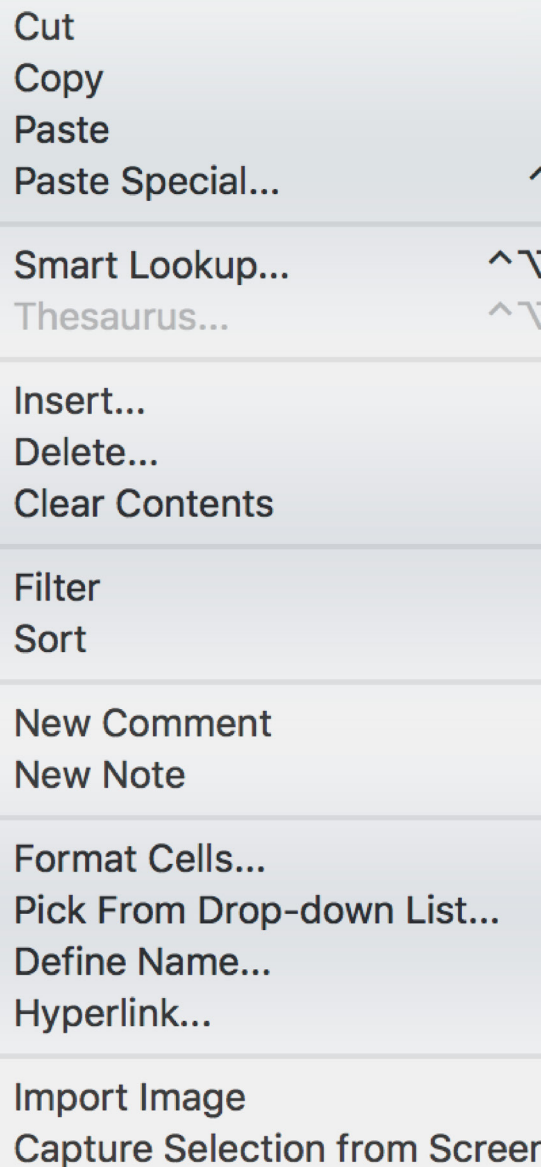
To attach an image in Excel, follow steps 1-5 to the right and on the next page. First, you'll want to right click into the cell you'd like to paste your image into. Next, click "Hyperlink" and you'll see an "Insert Hyperlink" window pop up. Click "Select" to choose your image.

Once you do this, you'll see a "Choose a File to Link to" window where you can select an image from your computer. Once you've selected your image, click "Open" and you will see your image attached to the "Insert Hyperlink" screen. Feel free to edit the text if you prefer to name your file something else. Click "OK" and your image will be hyperlinked.

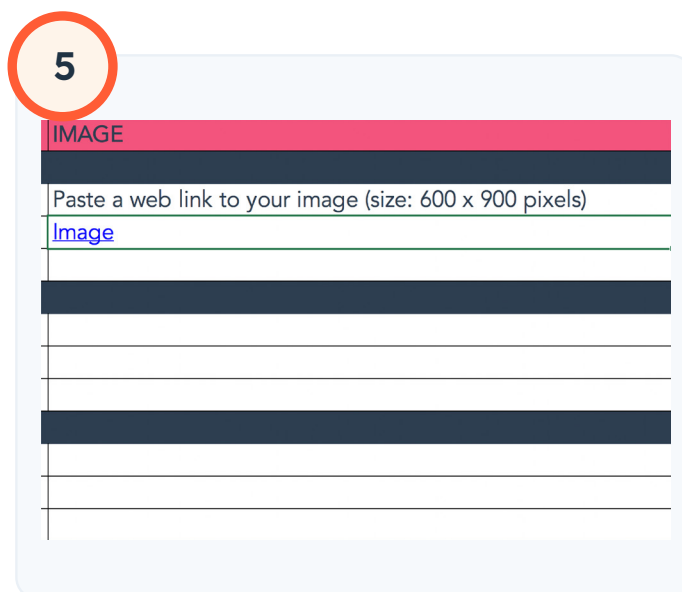
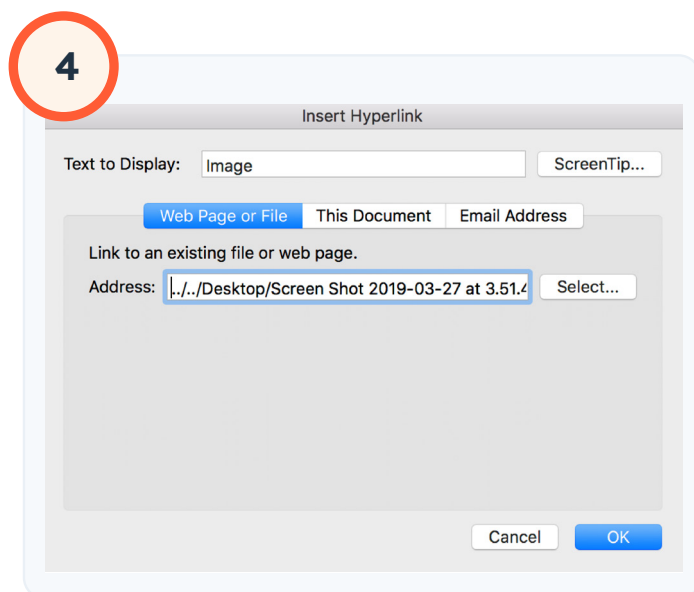
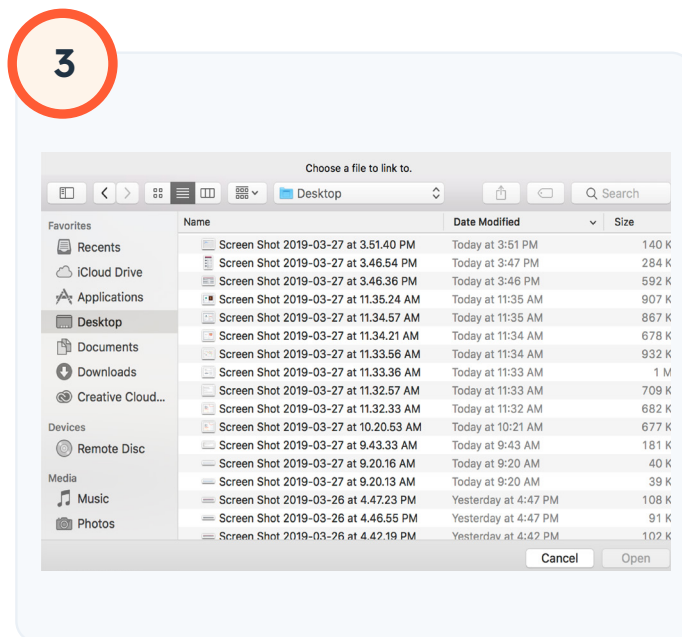
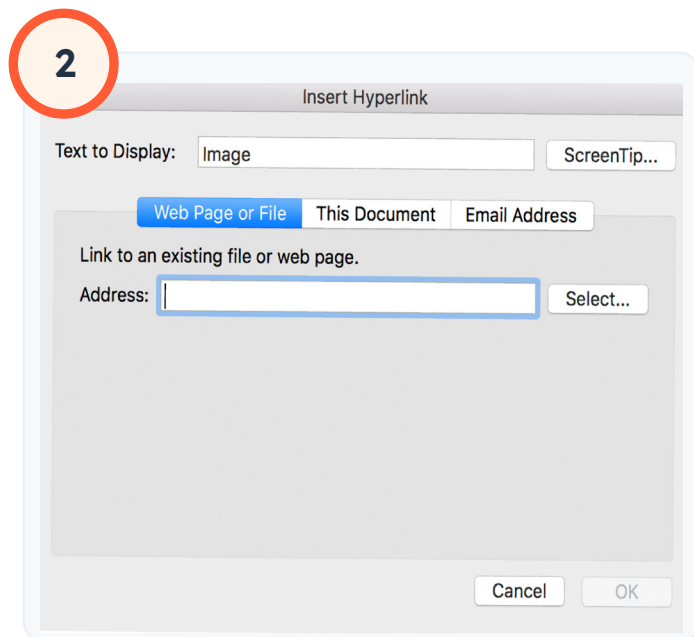
Remember, linking images is for organizational purposes only – if you try to upload the link into your publishing software or share this document with another person, the image will not appear, as this file itself is from the computer and cannot be transferred via a spreadsheet.

1

web link to your image



The screenshot shows a right-click context menu in Excel. The menu items are: Cut, Copy, Paste, Paste Special..., Smart Lookup..., Thesaurus..., Insert..., Delete..., Clear Contents, Filter, Sort, New Comment, New Note, Format Cells..., Pick From Drop-down List..., Define Name..., Hyperlink..., Import Image, and Capture Selection from Screen. The 'Hyperlink...' option is highlighted.



How to Bulk Upload Your Social Updates Into HubSpot

When you are ready to bulk upload your social posts into HubSpot's Social Inbox, simply go to the "Schedule" tab. If you're using this template as a Google Spreadsheet, you'll have to download it as an Excel CSV file and make your changes there. If you'd like to include an image in your posts, simply go back through in HubSpot once messages have been scheduled and attach the images you've set aside in your spreadsheet.

Unfortunately, you cannot add columns to the "Schedule" tab, or else HubSpot will not recognize the file and your upload attempts may not be successful.

A couple more things to remember:

- Make sure your date follows the format laid out in the DATE column for successful uploading.
- ACCOUNT must be formatted as **ACCOUNT NAME - SOCIAL NETWORK NAME**. If there is an error in uploading, cross reference your account names within HubSpot for accuracy.
- CAMPAIGN NAME must also exactly match the name of the campaign you're running in HubSpot.



When you've filled out your entire sheet, save your document as a .CSV file with a title that reflects the week you're working with to stay organized. You'll now be able to upload this sheet using HubSpot's bulk uploader. To do that, hop over to the "Social" tab in HubSpot and select "Publishing."

First, click the gray cloud and arrow symbol next to "Compose a message." Next, you'll see a window to select your account and upload your CSV file. Click "Upload" and if you've followed these steps correctly, you'll see a green "Successfully scheduled # messages" screen.



Wrapping Up

We've included some recommendations for publishing frequency in this template, but you may find you need to publish more or less, or at different times of day or night, depending on your business. You're encouraged to edit the dates and times to fit your needs.

Once you've published this content to your social media networks, your job isn't over. You still need to monitor each network for engagement, and reply to fans and followers regularly.

If you're a HubSpot customer, you can use Social Inbox to do this. [Learn more about this tool that has helped thousands of companies by clicking below.](#)





**Publish Posts in Bulk and
Track Your Social Media
Analytics in One Place**

LEARN MORE

