

Social content planning tool

Platforms:	Posts pcm:	Platforms:	Posts pcm:
Facebook			
Instagram			
TikTok			
Twitter			
YouTube			

Total posts per month

Pillars of content

Weight Budget

Pillar breakdown

% of comms

% of comms

% of comms

% of comms

% of comms

% of comms

Annual Content distribution

Facebook

Instagram

TikTok

Twitter

YouTube

Total No. of annual posts

Budget

Pillar 2

Platform

Total No. of posts per year

Facebook

Instagram

TikTok

Twitter

YouTube

Pillar 3

GRAND TOTAL

Annual content distribution

Facebook

Instagram

TikTok

Twitter

YouTube

Monthly Content requirements

Platform	Posts required per month
Facebook	
Instagram	
TikTok	
Twitter	
YouTube	

Monthly Budget