

Social Content Planning Tool

Pillars Of Content

Weight Budget

Platforms:

Posts Per Month

Additional
Platforms:

Facebook

Instagram

TikTok

Twitter

YouTube

Total Posts
Per Month

Pillar Breakdown

% Of
Comms

% Of
Comms

% Of
Comms

% Of of
Comms

% Of
Comms

% Of
Comms

Annual Content Distribution.

Pillar 1

Facebook

Instagram

TikTok

Twitter

YouTube

Total No. of
Annual Posts

Budget

Pillar 2

Platform

**Total
Posts
Per Year**

Facebook

Instagram

TikTok

Twitter

YouTube

Pillar 3

GRAND TOTAL

Annual Content Distribution.

Facebook

Instagram

TikTok

Twitter

YouTube

Pillar 4

Pillar 5

Pillar 6

Monthly Content Requirements

Platform	Posts Required Per Month
Facebook	
Instagram	
TikTok	
Twitter	
YouTube	

Monthly Budget