FARMER STUDIO — RESOURCE

Social Media Content Calendar Template

A practical weekly planning framework for small businesses managing their own social media — with post types, timing guidance, and content prompts.

SOCIAL MEDIA TEMPLATES MARKETING

Social Media Content Calendar Template

Consistency matters more than volume on social media. A business that posts three times a week, every week, will outperform one that posts twelve times in January and then goes quiet until April. This template is designed to make consistency achievable without consuming your working week.

The Weekly Framework

A sustainable rhythm for a small business managing social media alongside everything else is **three to four posts per week**. Here is how to structure them:

Monday — Value Post

Share something genuinely useful for your audience. A tip, a short guide, an answer to a question you get asked frequently. This post builds authority and gives people a reason to follow you.

Prompt: What is one thing your ideal customer would benefit from knowing that you know from experience?

Wednesday — Behind the Scenes

Show the work. The process, the team, the space, the preparation. People connect with people and places, not just polished outputs.

Prompt: What happened this week that your audience would find interesting if they could see it?

Friday — Product / Service / Offer

This is your commercial post. Promote something directly. A product, a service, an upcoming event, a booking link. Make the ask clear.

Prompt: What do you want your audience to do or buy this week?

Optional: Weekend — Community

Repost a customer photo, share something from a local business you admire, or ask a question. Engagement-focused rather than broadcast.

Content Types by Platform

PLATFORM	BEST CONTENT TYPE	OPTIMAL FREQUENCY	WHEN TO POST
Instagram	Photography, Reels, carousels	3–5x/week	Tue–Fri, 11am–2pm
Facebook	Events, links, community	3–4x/week	Wed–Fri, 1pm–4pm
LinkedIn	Opinion, case studies, process	2–3x/week	Tue–Thu, 8am–10am
TikTok	Video, behind the scenes	4–7x/week	Evenings, weekends

Monthly Content Themes

Planning themes one month ahead prevents the blank-page problem. Example quarterly plan:

January — New year, reset, fresh start **February** — Valentine's Day, gifts, love **March** — Spring, new stock, fresh menu **April** — Easter, outdoor season begins **May** — Bank holidays, local events **June** — Summer launch, longest days

Map your own promotions, seasonal stock changes, and local events onto this structure.

The 10-Minute Weekly Planning Session

Every Monday morning, spend ten minutes filling in the week:

1. Check what's happening this week (any events, launches, seasonal moments) 2. Pick the Wednesday behind-the-scenes topic from the real week ahead 3. Confirm Friday's commercial post — what are you promoting? 4. Batch-draft the captions (this takes 20 minutes once you have the week mapped) 5. Schedule using Buffer, Later, or Meta Business Suite

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Caption Formula

For each post, write in this order:

1. **Hook** (first line, before the fold): the thing that makes someone stop scrolling 2. **Body**: the value, the story, the information 3. **Call to action**: what you want them to do 4. **Hashtags**: 5–10 relevant tags, at the end or in the first comment

Hook examples:

- "Nobody tells you this when you start a food business..."
- "Three years ago, this was an empty shopfront."
- "We made a mistake. Here's what happened."
- "The question we get asked more than any other:"

What Not to Do

Don't post for the sake of posting. A mediocre post is worse than no post — it trains the algorithm that your content gets low engagement, which suppresses future posts.

Don't copy trends that don't fit your brand. If a sound or format doesn't feel like you, it won't perform like you. The businesses that win on social media have a consistent voice, not a constantly shifting one.

Don't ignore the comments. Replying to comments — every one of them, especially early — tells the algorithm that your content drives conversation. Conversation is exactly what it's designed to promote.