

MARKETING PLANNING TEMPLATE

Social Media Content Plan

A one-page system that survives a busy month, built on a repeatable weekly pattern instead of a calendar you will abandon by week three.

Detailed content calendars fail because they assume every week has the same amount of time in it. This plan replaces the calendar with a repeatable weekly pattern, a bank of reusable formats, and a minimum viable version you can run in twenty minutes when the month goes sideways.

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How to use this plan

The goal is not to post more. It is to make posting a decision you already made, so a busy week costs you output rather than the whole habit.

- 1 **Pick three or four pillars, no more.** Pillars are what you want to be known for. Eight pillars is not a strategy, it is a list of interests.
- 2 **Set a weekly pattern, not a calendar.** 'Monday is a lesson, Wednesday is proof, Friday is an opinion' survives a bad month. A dated calendar does not.
- 3 **Build the format bank once.** Most posting paralysis is format paralysis, not topic paralysis.
- 4 **Batch on a schedule.** One session every two weeks beats twenty minutes of daily improvisation.
- 5 **Define your minimum viable month now,** while things are calm. It is what you fall back to instead of stopping.

THE REALISTIC CADENCE

Pick the frequency you can sustain in your worst month, not your best. Three posts a week for a year beats daily for six weeks followed by silence, on every measure that matters.

The one-page plan

Content plan: Business or person Reviewed date

PRIMARY PLATFORM <u>One</u>	POSTS PER WEEK <u>Number</u>	BATCH DAY <u>Day</u>
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	YOUR ANSWER
Who this is for	
What I want to be known for	
What action I want	
How I will know it is working	

The weekly pattern

SLOT	PILLAR	FORMAT	PURPOSE

IF IT DOES NOT FIT ON THIS PAGE

The plan is too complicated to survive contact with a busy quarter. Cut a pillar or cut a slot until it fits.

STEP 1

Your content pillars

Three or four themes you return to. Every post should be traceable to one of them, and anything that fits none of them is a distraction.

PILLAR	WHAT IT COVERS	WHY IT EARNS ATTENTION	SHARE OF POSTS

The standard four, if you are stuck

Teach

Something useful the reader can act on today.
Builds the case that you know the work.

Prove

Results, work in progress, before and after. Turns claims into evidence.

Believe

An opinion about how the work should be done.
This is what people follow, and what filters out bad-fit clients.

Offer

What you sell and who it is for. Roughly one in five posts, no apology required.

THE PILLAR MOST PEOPLE SKIP

Opinion. It feels risky, so it gets cut in favour of safe tips that anyone could have posted. Opinion is the only pillar that makes you distinguishable from every other account teaching the same fundamentals.

STEP 2

The weekly pattern

Same shape every week. The topic changes; the slot does not. This removes the decision that actually stops people posting.

DAY	PILLAR	FORMAT	EFFORT	PREPARED WHEN
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				

Effort budget

EFFORT	MEANS	HOW MANY PER WEEK
Low	Under 10 minutes. A thought, a link, a quick observation	
Medium	20 to 40 minutes. A teaching post, a short breakdown	
High	An hour or more. Original research, a case study, video	

ONE HIGH-EFFORT POST PER WEEK, MAXIMUM

Plans collapse when every slot is expensive. A week of one high, two medium, and two low posts is sustainable. Five high-effort slots is a plan for three good weeks and then nothing.

STEP 3

The format bank

When you know the pillar but not the shape, pick from here. Fill the right column with your own recurring angles.

FORMAT	SHAPE	YOUR VERSION
The mistake	What most people get wrong, and what to do instead	
The teardown	A real example, analysed honestly	
The number	One statistic and what it means for the reader	
The before and after	A change, shown rather than described	
The unpopular opinion	A stance you can defend with evidence	
The process	How you actually do a specific thing	
The question	Something you are genuinely unsure about	
The receipt	Proof of a result, with context and limits	

Idea capture

WHERE IDEAS LIVE BETWEEN BATCH SESSIONS, AND WHO CHECKS IT

STEP 4

The batch session

One session, 90 minutes, every two weeks. Write in bulk, schedule in bulk, then stop thinking about it.

MIN	DO THIS	DO NOT
10	Review last period: what got engagement, what did not	Redesign the strategy
15	Pull ideas from the capture list and assign to slots	Look for new ideas online
40	Write every post, badly and fast	Edit while writing
15	Edit and add images or links	Rewrite from scratch
10	Schedule everything	Leave anything to post manually

WRITE BADLY ON PURPOSE

Separate writing from editing and the session takes half as long. Most batch sessions fail because the first post gets polished for forty minutes and the other seven never get written.

STEP 5

Minimum viable month

Define this now. When the month goes wrong, you drop to this instead of dropping out entirely.

NORMAL MONTH	MINIMUM VIABLE MONTH
Number posts per week	Number posts per week
Batch every two weeks	One batch for the whole month
Mix of low, medium, high effort	Low effort only
Original graphics	Text only
Reply to every comment	Reply to questions only

The three posts that always go out

IF YOU ONLY PUBLISH THREE THINGS THIS MONTH, THESE ARE THEY

DROPPING OUT IS THE ONLY REAL FAILURE

Audiences forgive a quiet month. They do not come back from six. The minimum viable month exists so that the decision under pressure is 'less', never 'stop'.

Monthly review

MEASURE	LAST MONTH	THIS MONTH	DIRECTION
Posts published against plan			
Profile visits			
Followers gained			
Meaningful conversations started			
Enquiries traceable to social			

- ☐ The top three posts have something in common, and it has been written down
- ☐ Any pillar that consistently underperforms is either fixed or dropped
- ☐ The weekly pattern was followed, or the pattern was wrong and has been changed
- ☐ The idea capture list has enough in it for the next batch session
- ☐ The offer pillar actually ran. It is the first one people quietly skip

JUDGE THE PATTERN, NOT THE POST

Individual posts are noisy. Three months of a pillar underperforming is a signal; one flat week is weather. Change the plan quarterly, not weekly.

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SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

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