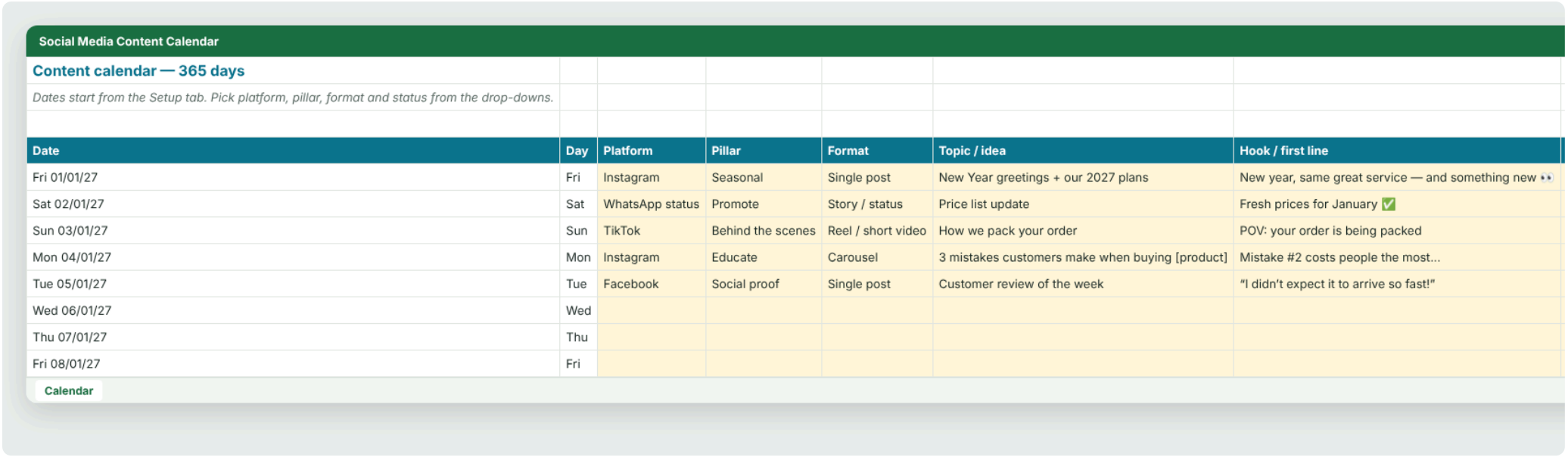
Free preview — Social Media Content Calendar

These are screenshots of the real spreadsheet with example numbers. Everything in white calculates automatically; you only type in the yellow cells. Works in Excel, Google Sheets and LibreOffice.

Calendar — 365 days



Social Media Content Calendar

Content calendar — 365 days

Dates start from the Setup tab. Pick platform, pillar, format and status from the drop-downs.

Date	Day	Platform	Pillar	Format	Topic / idea	Hook / first line
Fri 01/01/27	Fri	Instagram	Seasonal	Single post	New Year greetings + our 2027 plans	New year, same great service — and something new 👀
Sat 02/01/27	Sat	WhatsApp status	Promote	Story / status	Price list update	Fresh prices for January ✅
Sun 03/01/27	Sun	TikTok	Behind the scenes	Reel / short video	How we pack your order	POV: your order is being packed
Mon 04/01/27	Mon	Instagram	Educate	Carousel	3 mistakes customers make when buying [product]	Mistake #2 costs people the most...
Tue 05/01/27	Tue	Facebook	Social proof	Single post	Customer review of the week	"I didn't expect it to arrive so fast!"
Wed 06/01/27	Wed					
Thu 07/01/27	Thu					
Fri 08/01/27	Fri					

Calendar

This month at a glance

Social Media Content Calendar

This month at a glance

Type any date in B4 to see that month.

Month (any date in it) 01 Jan 2027

Status	Posts	Platform	Posts planned	Pillar	Posts planned
Idea	**1**	Instagram	2	Educate	1
Draft	**1**	Facebook	1	Promote	1
Designed	**1**	TikTok	1	Social proof	1
Scheduled	**1**	WhatsApp status	1	Behind the scenes	1
Posted	**1**	X (Twitter)	0	Engage	0
Planned (any status)	**5**	LinkedIn	0	Seasonal	1
Goal for the month	22	YouTube	0		

This month

Ideas bank (part)

Social Media Content Calendar	
Ideas bank — 80 post ideas	
Replace [brackets] with your product, service or industry. Copy ideas into the Calendar.	
Pillar	**Idea**
Educate	3 mistakes customers make when buying [product]
Educate	How to choose the right [product/service]
Educate	Myth vs fact about [your industry]
Educate	Step-by-step: how to use [product]
Educate	Beginner's guide to [topic]
Educate	What [price] really pays for (cost breakdown)
Educate	Checklist: before you buy [product]
Educate	Answering your most asked question
Educate	Glossary: 5 terms in [industry] explained
Educate	How to care for / maintain [product]
Educate	Before you hire a [service pro], ask these 5 questions
Educate	Quick tip Tuesday: one tip in 15 seconds
Educate	Compare: option A vs option B
Educate	The right way vs the wrong way
Educate	Save money on [topic] with these 3 tips
Educate	What to expect when you book us (process)
Promote	New arrival / new service announcement
Promote	Price list update
Ideas bank	

Get the full spreadsheet

Buy it on **NGLancer** → Marketplace → Digital products and download it straight away.