# Social media content calendar template

One month of reels, carousels and stories on one sheet. Plan buckets first, then fill the weeks, then batch-shoot. By Thumbstoppers, Mumbai & Bangalore.

## Step 1: Content buckets (3–5)

| Bucket | What it does for the brand | Example idea | Share of posts |
|---|---|---|---|
| Product in real life | Shows the product solving a real moment | | % |
| Education / how-to | Earns saves | | % |
| Customers and creators | Proof from real people | | % |
| Founder / behind the scenes | Trust and personality | | % |
| Trends and moments | Reach and relevance | | % |

## Step 2: Monthly plan

| Week | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|
| **Week 1** | | | | | | | |
| **Week 2** | | | | | | | |
| **Week 3** | | | | | | | |
| **Week 4** | | | | | | | |

Write the format (Reel / Carousel / Story / Short) and the bucket in each cell. Two to four planned reels a week usually beat daily filler.

## Step 3: Reel tracker

| # | Bucket | Hook (first 2 seconds) | Script owner | Shoot date | Publish date | Watch time | Shares | Saves | Keep / kill |
|---|---|---|---|---|---|---|---|---|---|
| 1 | | | | | | | | | |
| 2 | | | | | | | | | |
| 3 | | | | | | | | | |
| 4 | | | | | | | | | |
| 5 | | | | | | | | | |
| 6 | | | | | | | | | |
| 7 | | | | | | | | | |
| 8 | | | | | | | | | |

## Step 4: Indian festive and moment planner

| Quarter | Moments to plan for | Our idea |
|---|---|---|
| **Jan–Mar** | New Year, Republic Day, Makar Sankranti / Pongal / Lohri, Valentine's, Holi, Women's Day, financial year-end | |
| **Apr–Jun** | Gudi Padwa / Ugadi / Baisakhi, IPL season, summer, Mother's Day, Eid, Father's Day | |
| **Jul–Sep** | Monsoon, Friendship Day, Independence Day, Raksha Bandhan, Onam, Ganesh Chaturthi | |
| **Oct–Dec** | Navratri, Dussehra, Diwali sales, Children's Day, wedding season, Christmas, year-end | |

Template by Thumbstoppers, social media content and performance creative team, Mumbai & Bangalore. Free to use and share. Full guide: thethumbstoppers.in/social-media-content-calendar-for-brands/ · naineel@hungryfolksmedia.com · +91 97571 48835