

Social Media Posting Calendar Template + Content-Mix Planner

Publisher: Sociallyin | **Year:** 2026

This template is a five-tab working system for social media managers, agency operators, and in-house social leads. It covers weekly scheduling, content-mix math, platform cadence reference, cadence testing, and UTM tracking, all in one place. The Instructions sheet at the end explains how every tab connects.

How to Use This Template

Each tab serves a distinct function. Use them in order the first time you set up a new account or client:

1. **Tab 1 (Weekly Calendar Grid)**; build and own your weekly schedule
2. **Tab 2 (Content Mix Planner)**; calculate the right post-type split before you fill the calendar
3. **Tab 3 (Platform Cadence Reference Card)**; confirm frequency targets and repost risk per platform
4. **Tab 4 (4-Week Cadence Test Tracker)**; run a clean cadence experiment and read the results
5. **Tab 5 (UTM Parameter Builder)**; generate tracking strings and paste them into the calendar's Asset Link column

After the first setup, you will typically move between Tab 1 and Tab 4 weekly and revisit Tabs 2 and 3 quarterly or when a platform updates its guidance.

Tab 1: Weekly Calendar Grid

This is your operational scheduling layer. One row = one post. Fill it two to four weeks ahead, leaving 20–30% of slots open for reactive or timely content.

Column Definitions

Column	What to enter	Notes
Date	Publish date (YYYY-MM-DD)	Sort by this column to get a clean chronological view
Platform	Instagram / TikTok / LinkedIn / Facebook / X	One platform per row; split cross-posts into separate rows
Content Pillar	Your defined pillar name (e.g., How-To, Culture, Product, POV)	Keeps mix honest at a glance; add a filter to spot imbalances
Format	Feed Post / Reel / Story / Carousel / Short-form Video / Document / Text Post	Flag over-reliance on one format by filtering this column monthly
Caption Draft	Full caption copy, including searchable terms for your content pillar	Write at planning time, not at publish time, this is your discovery layer
Asset Link	URL to creative file (Drive, Dropbox, DAM) or UTM-tagged destination link	Paste UTM strings built in Tab 5 here
Status	Draft / Review / Approved / Scheduled	Use consistent values so filters work; tie to your approval workflow
Campaign Tag	Campaign name or code (e.g., Q3-Launch, Summer-Sale, Always-On)	Links organic posts to paid campaign flighting periods
Approval Owner	Name or initials of the person responsible for sign-off	Required for agency accounts with multiple stakeholders

Status Workflow

Draft → Review → Approved → Scheduled → Published

- Move a row to **Review** when caption draft and asset are both attached.
- Move to **Approved** only after the Approval Owner signs off.
- Move to **Scheduled** once the post is queued in your publishing tool.

- Archive published rows monthly rather than deleting them, they become your performance reference.

Repost-Suppression Check Column (Optional)

Add a **Repost?** column (Yes / No) and a **Watermark Removed?** column (Yes / No / N/A). Before moving any row to Approved, confirm:

- If **Repost = Yes** and the source is a watermarked export from another platform, the Watermark Removed column must read **Yes** before scheduling.
- Run a rolling 30-day count of rows where Repost = Yes. If that count exceeds 20% of total posts on Instagram, flag it before publishing more curated content.

Rule of thumb: If you are following the 5-5-5 or 70-20-10 mix rule, the curated slice must be original commentary, native recreations, or properly reformatted assets, not straight reposts. The percentage targets still work; the source of the content has to change.

Sample Filled Rows

Date	Platform	Content Pillar	Format	Caption Draft (excerpt)	Asset Link	Status	Campaign Tag
2026-08-04	LinkedIn	How-To	Carousel	"Three ways to read a reach drop before it costs you..."	/assets/aug4-li-carousel	Approved	Q3-AlwaysC
2026-08-05	Instagram	Product	Reel	"This is what proper product staging looks like on a \$0 budget..."	/assets/aug5-ig-reel	Review	Q3-Laun

Date	Platform	Content Pillar	Format	Caption Draft (excerpt)	Asset Link	Status	Campaign Tag
2026-08-06	TikTok	POV	Short-form Video	"Hot take: posting more didn't fix anything until we fixed the mix..."	/assets/aug6-tt-video	Draft	Q3- AlwaysC
2026-08-07	X	Culture	Text Post	"We cut from 7 posts to 4 per week. Reach went up. Here's why..."	;	Approved	Q3- AlwaysC

Tab 2: Content Mix Planner

Enter your planned weekly post count per platform. This tab calculates how many posts fall under each content type for each of the five mix rules. It also flags when your curated-content slots exceed the repost-suppression threshold.

Input Section

Fill in your planned weekly post volume for each active platform:

Platform	Weekly Post Count (enter your number)
Instagram	
TikTok	
LinkedIn	
Facebook	
X	

Mix Rule Calculator

For each platform, the table below shows how your entered post count distributes across content types under each rule. Replace the bracketed expressions with calculated values based on your input.

How to calculate: Multiply your weekly post count by the percentage for each content type. Round to the nearest whole number. When a slot lands at 0.5, round up.

80/20 Rule; Value vs. Promotion

Platform	Total Posts	Value / Entertainment (80%)	Direct Promotion (20%)
Instagram	[input]	[input × 0.80]	[input × 0.20]
TikTok	[input]	[input × 0.80]	[input × 0.20]
LinkedIn	[input]	[input × 0.80]	[input × 0.20]
Facebook	[input]	[input × 0.80]	[input × 0.20]
X	[input]	[input × 0.80]	[input × 0.20]

5-5-5 Rule; Original / Curated / Promotional

Repost-suppression warning: The curated third cannot be filled with watermarked reposts or high-volume reshares on Instagram. Replace curated slots with original commentary, native recreations, or reformatted assets with watermarks removed.

Platform	Total Posts	Original (33%)	Curated (33%)	Promotional (33%)
Instagram	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
TikTok	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
LinkedIn	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
Facebook	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
X	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]

70-20-10 Rule; Original / Curated / Promotional

Repost-suppression warning: The 20% curated slice applies on Instagram and TikTok. Straight reposts and watermarked video exports in this slot will trigger suppression. Use native commentary or re-edited assets.

Platform	Total Posts	Original Value (70%)	Curated (20%)	Promotional (10%)
Instagram	[input]	[input × 0.70]	[input × 0.20]	[input × 0.10]
TikTok	[input]	[input × 0.70]	[input × 0.20]	[input × 0.10]
LinkedIn	[input]	[input × 0.70]	[input × 0.20]	[input × 0.10]
Facebook	[input]	[input × 0.70]	[input × 0.20]	[input × 0.10]
X	[input]	[input × 0.70]	[input × 0.20]	[input × 0.10]

3-3-3 Rule; Educational / Community / Promotional

Platform	Total Posts	Educational (33%)	Community / Entertainment (33%)	Promotional (33%)
Instagram	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
TikTok	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
LinkedIn	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
Facebook	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]
X	[input]	[input × 0.33]	[input × 0.33]	[input × 0.33]

60-30-10 Rule; Informs & Entertains / Community & Story / Promotional

Platform	Total Posts	Informs & Entertains (60%)	Community & Story (30%)	Promotional (10%)
Instagram	[input]	[input × 0.60]	[input × 0.30]	[input × 0.10]
TikTok	[input]	[input × 0.60]	[input × 0.30]	[input × 0.10]

Platform	Total Posts	Informs & Entertains (60%)	Community & Story (30%)	Promotional (10%)
LinkedIn	[input]	[input × 0.60]	[input × 0.30]	[input × 0.10]
Facebook	[input]	[input × 0.60]	[input × 0.30]	[input × 0.10]
X	[input]	[input × 0.60]	[input × 0.30]	[input × 0.10]

Choosing a Mix Rule

Rule	Best-fit account type	Curated content risk	Primary strength
80/20	Any account needing a promotional guardrail; good starting point when you don't know your mix yet	Low; no dedicated curated slot	Simple cap on promotional volume
5-5-5	Community-driven brands, agencies onboarding new accounts	High on Instagram ; curated third must be native	Equal spread makes planning predictable
70-20-10	Most B2B and B2C brands as a default baseline	Medium on Instagram ; 20% curated slice requires native formats	Strong brand-building emphasis with minimal promotion
3-3-3	New accounts or onboarding phases before performance data exists	Low; curated is not a named slot	Easy equal-thirds model; adjust once data arrives
60-30-10	Brands building discovery through caption-driven search	Low; large informs block is original by definition	Maximum room for searchable, topic-specific copy

Tab 3: Platform Cadence Reference Card

Use this card to confirm your frequency targets before filling Tab 1. The repost risk column tells you where the suppression penalty is most likely to fire.

Platform Cadence Table

Platform	Weekly Range	Floor	Discovery Mechanism	Repost Risk Level	Best-fit Mix Rule
Instagram	3-7 posts	3	Interest graph + caption/on-screen text search	High ; rolling 30-day suppression window for repost volume; watermarked video suppressed platform-wide	70-20-10 or 60-30-10
TikTok	5-7 posts	4	Interest graph re-tests aggressively; For You feed	High ; watermarked exports (e.g., from Instagram Reels) lose reach immediately	60-30-10 or 80/20
LinkedIn	3-5 posts	2	Interest graph + caption and document indexing for on-platform search	Low-Medium ; native reposts are less penalized but original content indexes better	70-20-10 or 3-3-3
Facebook	3-5 posts	3	Interest graph; reduced organic reach baseline	Low ; less aggressive suppression than Instagram, but relevance still beats recency	80/20 or 70-20-10
X	5-10 posts	5	Recency weighted more heavily than other platforms; topic and hashtag signals	Low ; recency still carries significant weight; posts decay fast so volume helps	3-3-3 or 5-5-5

Key Platform Notes

Instagram - Three posts per week is the minimum to keep the interest graph active on your account. - Watch per-post engagement rate as you push volume up toward seven, if

it drops more than 15%, pull back. - Every Reel posted must either be original or a properly reformatted export with watermarks removed. - Caption copy and on-screen text are the discovery layer. Write with the terms your audience searches inside the app.

TikTok - Higher volume is rewarded because the interest graph actively re-tests older content. - A post that underperforms in its first 24 hours can still get re-distributed days later if engagement picks up. - Never upload a video carrying another platform's watermark. It loses reach on TikTok and will lose reach wherever else you send it.

LinkedIn - Captions and native document posts (PDFs, carousels) are indexed for search. Write B2B copy around the terms buyers actually type. - Relevance improves reach and engagement rate faster than volume does here. - Floor of two posts per week is the minimum to maintain algorithm familiarity.

Facebook - Organic reach is lower than it was, but highly relevant posts in well-defined interest clusters still travel. - Video and link posts behave differently; test both formats before committing to one. - Local and community-led brands typically see stronger organic performance than pure national brands.

X - Recency still counts for more here than on any other major platform. - Posts decay within hours, which is why the weekly floor sits at five. - Founder-led and media-adjacent brands see stronger organic distribution than product-only accounts.

Tab 4: 4-Week Cadence Test Tracker

A clean cadence test changes one variable, frequency, while holding content type, mix rule, and posting time constant. This tab holds your hypothesis, weekly data, and final outcome in one place.

Before You Start: Test Setup

Fill in these fields before Week 1:

Field	Your Entry
Platform being tested	
Baseline cadence (Condition A)	e.g., 3 posts/week
Test cadence (Condition B)	e.g., 5 posts/week
Mix rule held constant	e.g., 70-20-10

Field	Your Entry
Content pillar(s) held constant	
Posting time window held constant	e.g., Tue/Thu/Sat 9-11am local
Hypothesis	e.g., "Increasing from 3 to 5 posts/week will grow reach without dropping per-post engagement rate below 3.5%"
Decision threshold	e.g., "If per-post engagement rate drops >15% at higher cadence, revert"
Test start date	
Test end date (min. 4 weeks out)	

Weekly Data Log

Record these metrics at the end of each week. Pull from your native analytics dashboard or your preferred analytics tool.

Week	Cadence (A or B)	Posts Published	Avg Engagement Rate per Post	Total Reach	Avg Reach per Post	Total Saves	Avg Saves per Post	(Optional)
Week 1								
Week 2								
Week 3								
Week 4								
Week 5 (optional extension)								
Week 6 (optional extension)								

Read per-post averages, not totals. Total reach will almost always rise with higher volume. Per-post engagement rate tells you whether quality is holding up or diluting.

Decision Rules

Apply these after Week 4:

Outcome	Decision
Per-post engagement rate dropped >15% at higher cadence	Revert to lower cadence; investigate mix or content quality before retesting
Reach grew with no engagement-rate drop	Hold the higher cadence for two more weeks before making it permanent
Both reach and engagement rate dropped	Lower cadence is not the primary issue; check content relevance and repost suppression triggers
No meaningful difference between A and B	Test a different variable next cycle (mix rule, format, or content pillar)

Observed Outcome

Complete this section after the test concludes:

Field	Your Entry
Winning cadence	
Key metric that decided it	
Unexpected findings	
Next test hypothesis	

Tab 5: UTM Parameter Builder

Every organic link you post should carry a UTM string so you can trace conversions back to specific posts, platforms, and content pillars. Build your strings here, then paste the tagged URL into the Asset Link column in Tab 1.

UTM Parameter Definitions

Parameter	What it tracks	Recommended value format
utm_source	Which platform sent the traffic	instagram, tiktok, linkedin, facebook, x
utm_medium	The channel type	organic_social (use consistently across all organic posts)
utm_campaign	The campaign or initiative	Match the Campaign Tag value from Tab 1 (e.g., q3-launch, always-on)
utm_content	The specific post or content type	Content pillar + format (e.g., howto-carousel, product-reel, pov-text)
utm_term	Optional: keyword or content pillar detail	Use for search-adjacent content where you want to track pillar performance

UTM String Template

https://yourwebsite.com/page?utm_source=[platform]&utm_medium=organic_social&utm_c

Pre-Built Example Strings

Replace yourwebsite.com/page with your actual destination URL.

Platform	Content Pillar	Format	Campaign Tag	Full UTM String
Instagram	How-To	Reel	q3-alwayson	https://yourwebsite.com/page?utm_source=instagram&utm_medium=organic_alwayson&utm_content=howto-reel
TikTok	POV	Short-form Video	q3-alwayson	https://yourwebsite.com/page?utm_source=tiktok&utm_medium=organic_alwayson&utm_content=pov-video
LinkedIn	How-To	Carousel/ Document	q3-launch	https://yourwebsite.com/page?utm_source=linkedin&utm_medium=organic_launch&utm_content=howto-carousel
Facebook	Product	Feed Post	summer-sale	https://yourwebsite.com/page?utm_source=facebook&utm_medium=organic_sale&utm_content=product-feedpost

Platform	Content Pillar	Format	Campaign Tag	Full UTM String
X	Culture	Text Post	q3-alwayson	https://yourwebsite.com/page?utm_source=x&utm_medium=organic_social&utm_campaign=q3-alwayson&utm_content=culture-textpost
Instagram	Product	Reel	q3-launch	https://yourwebsite.com/page?utm_source=instagram&utm_medium=organic_video&utm_campaign=q3-launch&utm_content=product-reel
LinkedIn	POV	Text Post	always-on	https://yourwebsite.com/page?utm_source=linkedin&utm_medium=organic_textpost&utm_campaign=always-on&utm_content=pov-textpost
TikTok	How-To	Short-form Video	always-on	https://yourwebsite.com/page?utm_source=tiktok&utm_medium=organic_video&utm_campaign=always-on&utm_content=howto-video

Template Rows for Custom Strings

Use these blank rows to build strings for your own campaigns:

Platform	Content Pillar	Format	Campaign Tag	Full UTM String

Instructions: Pasting UTM Strings into Tab 1

1. Build your UTM string in the table above.
2. Copy the full string.
3. In Tab 1, find the row for the corresponding post.
4. Paste the UTM string into the **Asset Link** column alongside or in place of the raw creative file URL.
5. If a post has both a creative asset link and a UTM-tagged destination, use two sub-rows or add a separate **Destination URL** column.
6. When reporting, filter Tab 1 by Campaign Tag and match those tags against your analytics tool's UTM campaign data to connect post performance to downstream conversions.

Instructions Sheet

How the Five Tabs Work Together

This template is a connected system, not five independent tools. Here is how the data flows:

Tab 3 (Platform Cadence Reference)

↓

Tab 2 (Content Mix Planner)

↓

Tab 1 (Weekly Calendar Grid) ← Tab 5 (UTM Builder)

↓

Tab 4 (Cadence Test Tracker)

- Start with **Tab 3** to confirm your target posting range and repost risk level per platform.
- Run **Tab 2** to calculate how many posts per content type your chosen mix rule produces at your target volume.
- Fill **Tab 1** using the outputs from Tabs 2 and 3 as your guardrails.
- Build UTM strings in **Tab 5** and paste them into Tab 1's Asset Link column.
- Record weekly performance in **Tab 4** and use the results to adjust your inputs in Tabs 1 and 2.

How to Apply the Repost-Suppression Rules to the Mix Planner

The repost-suppression penalty affects Instagram most severely and TikTok significantly. It does not eliminate curated-content slots, it changes what can fill them.

Step 1: In Tab 2, identify which mix rule you are applying and count how many posts fall into the curated or shared content slot per platform per week.

Step 2: For every curated slot on Instagram or TikTok, confirm the content source is one of the following: - Original commentary on an external idea (your words, your graphics, your video) - A native recreation of the concept, same idea, produced from scratch for that platform - A properly reformatted asset with any watermarks removed before upload

Step 3: In Tab 1, use the optional Repost? and Watermark Removed? columns to track compliance row by row.

Step 4: Run a rolling 30-day count of rows where Repost = Yes on Instagram. If that count exceeds 20% of total Instagram posts in the window, pause curated scheduling and replace queued reposts with original content before resuming.

What does not count as compliant: - Downloading a TikTok video with the TikTok watermark and uploading it to Instagram Reels - Reposting another account's Instagram content at high volume without commentary - Cross-posting the same video file across platforms without per-platform re-editing

What does count as compliant: - A carousel that presents your perspective on someone else's published research - A Reel you filmed specifically for Instagram that addresses a trend originating on TikTok - A LinkedIn document that quotes and cites an external article, with your original framing as the primary content

How to Run a Clean 4-Week Cadence A/B Test

A cadence test that changes multiple variables at once produces unreadable results. Follow this sequence exactly.

Before Week 1: 1. Choose one platform only. 2. Define two conditions: Condition A (current or lower cadence) and Condition B (higher cadence). The difference should be at least two posts per week to produce a measurable signal. 3. Lock your mix rule for the entire test, do not change the 70/20/10 split or whatever rule you are using. 4. Lock your content pillar mix, the ratio of How-To to Product to POV posts stays the same in both conditions. 5. Lock your posting time window. 6. Write your hypothesis in the Test Setup section of Tab 4 before you start.

During the Test: - Record data at the end of each week, not each day. Daily variance is noise. - Pull per-post averages, not weekly totals. Total reach rises mechanically with volume; per-post engagement rate tells you whether quality is holding. - Note any anomalies in the Notes column (a post that went unexpectedly viral, a platform outage, a news event that skewed engagement in your niche).

After Week 4: - Apply the decision rules from Tab 4. - If per-post engagement rate dropped more than 15% at the higher cadence, revert and investigate content relevance before retesting volume. - If reach grew with no engagement-rate drop, hold the higher cadence for two more weeks before making it permanent. - Document the observed outcome and write your next test hypothesis before closing the tracker.

Common mistakes to avoid: - Changing caption style, format, or creative quality between conditions, this corrupts the frequency variable. - Reading results at two weeks instead of four, most platforms need a full four-week window to normalize the data. - Comparing total engagement instead of per-post rates, totals always favor higher volume and hide dilution. - Running the test during an atypical period (a major campaign launch, a platform algorithm update, a holiday week) without noting it prominently.

Quick Reference: Which Mix Rule to Start With

Your situation	Start with
New account, no performance data yet	3-3-3
B2B brand, LinkedIn-primary	70-20-10
Ecommerce, Instagram + TikTok primary	60-30-10
Any account that posts too much promotion	80/20 as a guardrail, then layer a full rule
Community-driven or content-creator account	5-5-5 (with repost-suppression compliance enforced)
Brand focused on discovery through search	60-30-10

Minimum Quality Bar Checklist

Before any row in Tab 1 moves from Review to Approved, confirm:

- ☐ Caption draft is written and includes at least one searchable plain-language term relevant to the content pillar
- ☐ Format matches the platform (no vertical video filed under LinkedIn Document, etc.)
- ☐ Asset link is populated and the file is final, not a draft
- ☐ If the post contains a link, the UTM string from Tab 5 is in the Asset Link column
- ☐ Repost compliance confirmed (if Repost = Yes, watermark removed and source is noted)
- ☐ Campaign Tag matches an active or planned campaign
- ☐ Approval Owner is named

A post that clears this checklist is ready to schedule. A post that doesn't is still a Draft regardless of what the Status column says.
