Social Media Content Planner for Authors

Plan a balanced week of reader-focused posts without exhausting yourself.

ACTION CHECKLIST

- [ ] Choose platforms based on reader fit and your available time.
- [ ] Define a small set of repeatable content themes.
- [ ] Balance book updates with material that interests your readers.
- [ ] Check image, music and quotation permissions.
- [ ] Use readable captions and image descriptions.
- [ ] Include a relevant link only when it serves the post.
- [ ] Avoid buying engagement or promising review exchanges.
- [ ] Prepare replies to common reader questions.
- [ ] Schedule time for real conversations, not only posting.
- [ ] Review saves, clicks and meaningful replies alongside reach.

Free educational worksheet. Adapt to your project; no sales or marketing outcomes are guaranteed.

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YOUR WORKING NOTES

Platform, target reader and posting capacity

Content themes: book insight, process, topic, reader question

Monday / Tuesday: topic, format, caption, destination

Wednesday / Thursday: topic, format, caption, destination

Friday / Weekend: topic, format, caption, destination

Weekly review: useful replies, clicks, lessons and next changes

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