Wreath Business Social Media Planner

Choose a sustainable weekly schedule, use a mix of helpful content and products, and record the purpose of each post.

Content goals and focus

Week beginning _____

Primary goal (traffic, leads, sales, awareness) _____

Channels used _____

Seasonal event or launch _____

Weekly posting plan

Day / date	Channel	Topic / wreath	Goal / CTA	Posted?

Content mix to consider

- [ ] Finished wreath and detailed product photos
- [ ] Behind-the-scenes or in-progress designs
- [ ] Useful tip / tutorial / how-to
- [ ] Customer permissioned photo or story
- [ ] Sports season / holiday / event reminder
- [ ] Craft show appearance and follow-up
- [ ] Direct offer with relevant product link
- [ ] Repurposed Pinterest or Facebook content

Ideas and reusable assets

Idea / asset	Audience / season	Destination link	Ready?

Results and adjustments

Best-performing post / why

Visits, inquiries, or sales to note

Next week: repeat / improve

Follow-up needed

Avoid posting copyrighted customer content without permission. For Facebook Groups, respect group promotion rules. Make each post’s desired next action clear.