

LAUXI MARKETING & CO.

*the*  
SOCIAL MEDIA  
PLANNER





*a big*  
WELCOME

At Lauxi Marketing & Co, we believe in empowering solopreneurs and small business owners with the tools they need to thrive in the digital landscape. Our carefully curated freebies are more than just gifts; they're your gateway to smarter marketing strategies, enhanced brand presence, and sustainable business growth.

From insightful guides and actionable checklists to innovative templates and cutting-edge industry reports, each freebie is crafted to provide you with immediate value and a taste of what partnering with us can offer. Whether you're looking to refine your social media strategy, explore the latest in AI-driven marketing, or simply find inspiration for your next big campaign, our freebies are your stepping stones to success.

So, go ahead, explore, download, and start transforming your marketing approach today.  
Welcome to a world where your marketing potential is limitless!



LAUXI  
*Auxiliary CMO*

*what's inside*  
CONTENTS



SECTION 01.  
AUDIT & STATISTICS  
*page 4 - 9*



SECTION 02.  
CONTENT PILLARS  
*page 10 - 18*



SECTION 03.  
POSTING SCHEDULE  
*page 19 - 32*



SECTION 04.  
SOCIAL MEDIA ADMIN  
*page 33 - 39*



*section 1.*

|

AUDIT  
&  
STATISTICS

|



# STATISTICS

*Platform:*

<b>MONTH</b>	<b>WEEK 1</b>	<b>WEEK 2</b>	<b>WEEK 3</b>	<b>WEEK 4</b>
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

# 3 MONTH REVIEW

*Platform:*

## LIKES

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

## COMMENTS

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

## FOLLOWERS

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

## SUBSCRIBERS

JAN	_____	<input type="checkbox"/>
FEB	_____	<input type="checkbox"/>
MAR	_____	<input type="checkbox"/>
APR	_____	<input type="checkbox"/>
MAY	_____	<input type="checkbox"/>
JUN	_____	<input type="checkbox"/>

NOTES:

# 6 MONTH REVIEW

*Platform:*

## LIKES

JUL \_\_\_\_\_   
AUG \_\_\_\_\_   
SEPT \_\_\_\_\_   
OCT \_\_\_\_\_   
NOV \_\_\_\_\_   
DEC \_\_\_\_\_

## COMMENTS

JUL \_\_\_\_\_   
AUG \_\_\_\_\_   
SEPT \_\_\_\_\_   
OCT \_\_\_\_\_   
NOV \_\_\_\_\_   
DEC \_\_\_\_\_

## FOLLOWERS

JUL \_\_\_\_\_   
AUG \_\_\_\_\_   
SEPT \_\_\_\_\_   
OCT \_\_\_\_\_   
NOV \_\_\_\_\_   
DEC \_\_\_\_\_

## SUBSCRIBERS

JUL \_\_\_\_\_   
AUG \_\_\_\_\_   
SEPT \_\_\_\_\_   
OCT \_\_\_\_\_   
NOV \_\_\_\_\_   
DEC \_\_\_\_\_

*Platform:*

# YEARLY OVERVIEW



JAN				
FEB				
MAR				
APR				
MAY				
JUN				
JUL				
AUG				
SEP				
OCT				
NOV				
DEC				

*section 2.*

|

YOUR  
CONTENT  
PILLARS

|

# CHOOSING YOUR CONTENT PILLARS

*It's a great idea to pick multiple content pillars for your social media. This not only helps break down the actual content creation so it's easier to think of ideas & content to share - it also helps establish you as an authority on social platforms in these areas.*

*Use the planner below to choose 5 - 7 content pillars you think would be a great fit for your brand.*

PILLAR

0 1 .

PILLAR

0 2 .

PILLAR

0 3 .

PILLAR

0 4 .

PILLAR

0 5 .

PILLAR

0 6 .

PILLAR

0 7 .

*notes*

# PILLAR #1

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

# PILLAR # 2

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

# PILLAR # 3

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

# PILLAR # 4

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

# PILLAR # 5

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

# PILLAR # 6

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

# PILLAR # 7

CONTENT PILLAR NAME

PURPOSE :

EDUCATIONAL

ENGAGING

INSPIRING

TITLE IDEAS

HASHTAGS

## POST IDEAS

SHARE A  
PHOTO OF  
YOU AT  
WORK

SHARE  
SOMETHING  
INSPIRING

ANSWER  
A  
QUESTION

TELL A  
STORY

FEATURE  
A  
PRODUCT

*section 3.*

|

# POSTING SCHEDULE

|

# WHEN TO POST

*Now you have your content pillars, it's time to decide when the best time to post about each one would be during the week.*

*Sticking to a schedule with your social media helps your audience know when to expect (and return for) content and can help you build your audience quicker.*

*As life also gets busy and a lot of us are running a small business, it's also a great idea to prioritise which pillars are the most important. Then if you need to scale back the number of posts for certain weeks you will have a clear idea of what should stay and what can go.*

PILLAR 01.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 02.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

# WHEN TO POST

PILLAR 03.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 04.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 05.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

# WHEN TO POST

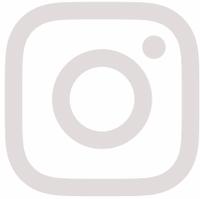
PILLAR 06.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

PILLAR 07.		M	T	W	T	F	S	S	PRIORITY
	INSTAGRAM								
	FACEBOOK								
	YOUTUBE								
	PINTEREST								
	TIKTOK								
	LINKEDIN								

EXTRA NOTES

# DAILY TASKS

*date:*

<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
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<input type="checkbox"/>	<input type="checkbox"/>	
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<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	
<input type="checkbox"/>	<input type="checkbox"/>	

# GIVEAWAY TRACKER

PRODUCT :
START DATE :
END DATE :
SPONSOR :
PLATFORM :
ENTRIES :
FOLLOWER GAINED :

RULES
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NOTES
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## PROMOTION



## SUCCESS RATE



---

ANNOUNCEMENT DATE :

---

WINNER :

---

CONTACT :

---

ADDRESS :

---

WINNER NOTIFIED

ITEM SENT

ITEM RECEIVED

*weekly post planner*

# MONDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

*weekly post planner*

# TUESDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

*weekly post planner*

# W E D N E S D A Y

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

## TO DO LIST

- |                               |                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

## NOTES

*weekly post planner*  
THURSDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

*weekly post planner*

# FRIDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

*weekly post planner*  
SATURDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK
<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK	<input type="checkbox"/> TASK

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

*weekly post planner*

# SUNDAY

POST TITLE

PUBLISH DATE:		#
SPONSORED BY:		
LINK TO:		
CAPTION / DESCRIPTION		

TO DO LIST

- |                               |                               |                               |                               |
|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |
| <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK | <input type="checkbox"/> TASK |

REPURPOSE  
CONTENT ON  
OTHER  
PLATFORMS

	Y
INSTAGRAM	
FACEBOOK	
YOUTUBE	
PINTEREST	
TIKTOK	
LINKEDIN	

NOTES

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*monthly*  
P O S T C A L E N D A R

SUN	MON	TUE	WED	THU	FRI	SAT

NOTES

*section 4.*

|

SOCIAL  
MEDIA  
ADMIN

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# PINTEREST TRACKER

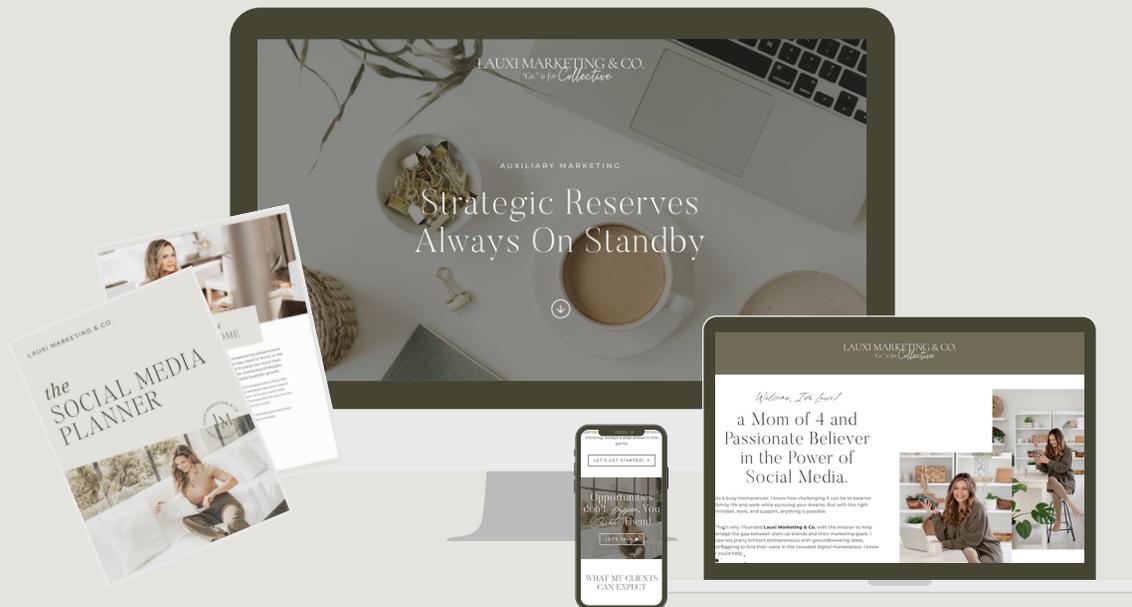
MONTH	PAGE VIEWS	FOLLOWING	FOLLOWERS
JANUARY			
FEBRUARY			
MARCH			
APRIL			
MAY			
JUNE			
JULY			
AUGUST			
SEPTEMBER			
OCTOBER			
NOVEMBER			
DECEMBER			



# PASSWORD TRACKER

USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES
USERNAME: PASSWORD:	 NOTES

*Unlock the*  
FULL POTENTIAL OF  
YOUR MARKETING



AS YOUR AUXILIARY CMO, I'M HERE TO GUIDE YOU THROUGH EVERY  
STEP OF YOUR MARKETING JOURNEY, ENSURING THAT YOUR  
STRATEGIES ARE NOT JUST EFFECTIVE, BUT ALSO ALIGNED WITH  
YOUR BUSINESS GOALS AND VISION.

*Ready to take your marketing to the next level? Visit our website to learn  
more about our services and how we can help transform your business. Let's  
create marketing magic together!*

**COUNT ME IN!**

*For more freebies visit*

[WWW.LAUXIMARKETING.COM](http://WWW.LAUXIMARKETING.COM)