

90-Day Social Media Content Calendar Template

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Use this template to plan 4 posts per week across a full 90-day quarter. Fill in each row before the

Week 1	Jan 1–5	Reel	Product intro / brand story	#SmallBusiness #BrandLaunch
Week 2	Jan 6–12	Carousel	Top 5 tips in your niche	#TipsAndTricks #DTCBrand
Week 3	Jan 13–19	Static	Customer quote / social proof	#CustomerLove #Testimonial
Week 4	Jan 20–26	Reel	Behind-the-scenes process	#BTS #MakerStory
Week 5	Jan 27–Feb 2	Carousel	Product feature deep dive	#ProductSpotlight #DTCBrands
Week 6	Feb 3–9	Static	Lifestyle shot + value prop	#LifestyleBrand #ShopSmall
Week 7	Feb 10–16	Story series	FAQ: answer top 5 questions	#FAQ #AskMeAnything
Week 8	Feb 17–23	Reel	How-to / tutorial	#HowTo #Tutorial
Week 9	Feb 24–Mar 2	Carousel	Month recap / results share	#MonthlyRecap #ContentCreator
Week 10	Mar 3–9	Static	Limited offer / promo	#Sale #LimitedOffer
Week 11	Mar 10–16	Reel	Collab or shout-out	#Collab #CommunityLove
Week 12	Mar 17–23	Carousel	Educational: industry insight	#Education #IndustryTips
Week 13	Mar 24–30	Reel	Quarter in review + next steps	#Q1Recap #BrandGrowth

Tip: batch-create content for two weeks at a time. Review performance metrics at the end of each month

*and adjust the next
month's themes
accordingly.*