

SOCIAL MEDIA CALENDAR

PLAN WITH PURPOSE.
CREATE WITH CONSISTENCY.
IMPROVE WITH EVIDENCE.

- 20-PAGE PLANNING SYSTEM
- MONTH + WEEK CALENDARS
- CONTENT PILLARS + FORMATS
- MASTER PROMPT + SCORECARD

2026 EDITION

DIGITALWORLD PULSE.COM

Table of contents

A complete route from strategy and content pillars to a repeatable monthly calendar, production workflow and optimization system.

01	Strategic brief	03	02	Audience & platforms	04
	Purpose, goals and operating limits			Choose channels for a reason	
03	Content pillars	05	04	Annual campaign map	06
	Build a durable editorial system			See the year before the month	
05	Monthly calendar	07	06	Weekly rhythm	08
	Turn priorities into publish dates			Create a realistic operating cadence	
07	Format portfolio	09	08	Idea research	10
	Match ideas with useful formats			Build an evidence-based backlog	
09	Caption system	11	10	Short-form video	12
	Write clear platform-ready copy			Plan hooks, scenes and retention	
11	Visual system	13	12	Community plan	14
	Create recognizable assets			Turn publishing into conversation	
13	Batch production	15	14	Scheduling & QA	16
	Research, create and approve			Publish with control	
15	Metrics & review	17	16	Master prompt	18
	Improve decisions, not vanity			Generate a controlled calendar	
17	30-day example	19	18	Final scorecard	20
	A complete practical month			Publish, support and next steps	

FAST ROUTE

Complete pages 3-5, map the year and month on pages 6-8, use the prompt on page 18, then verify page 20 before scheduling.

Build the strategic brief

A useful calendar begins with business priorities, audience value and production reality - not empty dates that need to be filled.

01 BUSINESS PURPOSE

Choose the role social media should play: discovery, education, trust, community, lead generation, activation, customer success or retention.

Document the source, owner and approval status before drafting.

02 AUDIENCE PROGRESS

Define what the audience should understand, feel confident about or do after a month of useful content.

Document the source, owner and approval status before drafting.

03 PRIMARY OBJECTIVE

Select one measurable outcome for the planning period and protect it with quality guardrails such as complaints or unfollows.

Document the source, owner and approval status before drafting.

04 EDITORIAL PROMISE

Write the recurring value people can expect from following the account, independent of any single promotion.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 RESOURCES

Record available experts, production hours, design capacity, video access, approval time, budget and platform permissions.

06 BOUNDARIES

List unsupported claims, sensitive topics, response limits, legal checks, accessibility rules and brand-safety exclusions.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

ONE-SENTENCE STRATEGY

We help [AUDIENCE] make progress on [NEED] through [CONTENT VALUE] on [PLATFORMS], publishing [CADENCE] and measuring [OUTCOME] without compromising [GUARDRAILS].

Audience and platform map

Do not post everywhere by default. Choose each channel according to audience behavior, format fit, resources and the action the platform can support.

01 AUDIENCE CONTEXT

Document real questions, language, knowledge level, objections and situations using research, search data, comments, interviews and support records.

Document the source, owner and approval status before drafting.

02 PLATFORM ROLE

Assign one job to each channel: reach, education, conversation, proof, community, customer care or conversion support.

Document the source, owner and approval status before drafting.

03 NATIVE BEHAVIOR

Study how people discover, save, share, search, comment and click on that platform instead of copying another channel's conventions.

Document the source, owner and approval status before drafting.

04 FORMAT FIT

Match the team's credible strengths with the channel: short video, carousels, threads, images, live sessions, long captions or links.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 JOURNEY HANDOFF

Define where interested users go next: profile, article, download, email list, product page, event, support channel or conversation.

06 EXIT CRITERIA

Pause or reduce a platform when it consumes resources without serving audience needs or a clear strategic role.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

PLATFORM SCORECARD

Score audience fit, strategic role, format capability, production cost, distribution opportunity, community value and measurement quality from 1 to 5. Prioritize the strongest total, not the trendiest name.

Create durable content pillars

Content pillars prevent random posting while leaving room for timely ideas. Each pillar should connect audience needs with genuine expertise and business relevance.

01 TEACH

Explain methods, definitions, comparisons, mistakes, workflows and practical steps that help the audience make progress.

Document the source, owner and approval status before drafting.

02 DEMONSTRATE

Show products, services, processes, examples, transformations, tests or behind-the-scenes work using verified evidence.

Document the source, owner and approval status before drafting.

03 PROVE

Use approved case evidence, results in context, customer stories with permission, specifications, sources and transparent limitations.

Document the source, owner and approval status before drafting.

04 CONNECT

Share team perspective, values, lessons, questions, community stories and relevant moments without manufacturing intimacy.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 CONVERT

Present offers, resources, events or next steps clearly, with accurate terms and an honest reason for relevance now.

06 SUPPORT

Answer recurring questions, onboarding needs, usage problems, policy updates and decision friction before customers must ask.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

PILLAR TEST

A pillar is useful when it can support at least ten distinct audience questions, several formats and a measurable role. Merge overlapping pillars and remove categories created only to fill space.

Map the year before the month

Create a high-level view of launches, seasons, audience needs and production constraints. The annual map protects the monthly calendar from last-minute chaos.

Q1 - FOUNDATION

AUDIENCE CONTEXT

Research, education, planning, new-year decisions

PRODUCTION PRIORITY

Build authority and update evergreen assets.

Q2 - MOMENTUM

AUDIENCE CONTEXT

Demonstrations, collaborations, community growth

PRODUCTION PRIORITY

Repurpose winners and deepen useful series.

Q3 - DEVELOPMENT

AUDIENCE CONTEXT

Behind-the-scenes, experiments, preparation

PRODUCTION PRIORITY

Create inventory before high-demand periods.

Q4 - CONVERSION

AUDIENCE CONTEXT

Launches, gifting, annual reviews, retention

PRODUCTION PRIORITY

Coordinate promotion with service capacity.

ANNUAL CAMPAIGN REGISTER

Period	Campaign / event	Audience need	Lead asset	Production start
JAN-MAR	Foundation theme	Plan and choose	Guide / series	4-6 weeks before
APR-JUN	Growth theme	Learn and compare	Demo / case story	4-6 weeks before
JUL-SEP	Build theme	Practice and prepare	Workshop / checklist	6-8 weeks before
OCT-DEC	Decision theme	Buy, review, renew	Offer / annual report	8-12 weeks before

CAPACITY RULE

Schedule major campaigns backward from the publish date. Reserve time for research, creation, review, accessibility, localization, corrections and community response.

Build the monthly content calendar

Translate the strategy into a visible month. Balance durable value, current priorities, community needs and realistic production capacity.

MONTHLY DECISION PANEL

PRIMARY OBJECTIVE

AUDIENCE PRIORITY

LEAD CAMPAIGN

CORE CONTENT PILLAR

PRIMARY CTA

GUARDRAIL METRIC

MON	TUE	WED	THU	FRI	SAT	SUN
1 Pillar / format CTA / owner	2 Pillar / format CTA / owner	3 Pillar / format CTA / owner	4 Pillar / format CTA / owner	5 Pillar / format CTA / owner	6 Pillar / format CTA / owner	7 Pillar / format CTA / owner
8 Pillar / format CTA / owner	9 Pillar / format CTA / owner	10 Pillar / format CTA / owner	11 Pillar / format CTA / owner	12 Pillar / format CTA / owner	13 Pillar / format CTA / owner	14 Pillar / format CTA / owner
15 Pillar / format CTA / owner	16 Pillar / format CTA / owner	17 Pillar / format CTA / owner	18 Pillar / format CTA / owner	19 Pillar / format CTA / owner	20 Pillar / format CTA / owner	21 Pillar / format CTA / owner
22 Pillar / format CTA / owner	23 Pillar / format CTA / owner	24 Pillar / format CTA / owner	25 Pillar / format CTA / owner	26 Pillar / format CTA / owner	27 Pillar / format CTA / owner	28 Pillar / format CTA / owner
29 Pillar / format CTA / owner	30 Pillar / format CTA / owner	31 Pillar / format CTA / owner				

CALENDAR FIELDS

For every post record: date, platform, pillar, audience need, format, working title, asset owner, status, CTA, destination, campaign tag and final URL.

Create a realistic weekly rhythm

A cadence is useful only when the team can research, produce, approve, publish and respond consistently. Design the week around work, not wishful frequency.

MONDAY	Research + plan	Review data, questions, campaigns and the backlog. Approve the week's priorities.
TUESDAY	Create core asset	Draft the article, video, carousel or lead post that carries the week's main idea.
WEDNESDAY	Adapt + design	Create platform-native versions, visuals, captions, alt text and destination links.
THURSDAY	Review + schedule	Verify facts, rights, accessibility, tracking, tags, timing and approvals.
FRIDAY	Publish + engage	Monitor response, answer useful comments, capture questions and flag issues.
WEEKEND	Light touch / pause	Use only when audience value and team coverage justify it. Never schedule unattended risk.

WEEKLY CONTROL TOTALS

- Maximum original assets the team can finish well
- Maximum adaptations per original asset
- Community coverage and response window
- Approval deadline and emergency owner
- Buffer capacity for timely or corrective posts

SUSTAINABLE CADENCE

Consistency means a dependable standard of usefulness - not publishing every day. Reduce frequency before reducing research, accuracy or response quality.

Build a balanced format portfolio

Match the information and audience need with the format that communicates it best. Format variety should improve understanding, not create decorative workload.

01 SHORT VIDEO

Use for demonstrations, reactions, quick explanations, human presence, transformations and ideas that benefit from motion or voice.

Document the source, owner and approval status before drafting.

02 CAROUSEL

Use for structured teaching, comparisons, checklists, sequences and saveable step-by-step information.

Document the source, owner and approval status before drafting.

03 SINGLE IMAGE

Use for one strong message, visual proof, announcement, quote with context, chart or recognizable campaign asset.

Document the source, owner and approval status before drafting.

04 TEXT POST

Use for perspective, concise education, timely analysis, questions and conversations where imagery adds little value.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 LIVE / EVENT

Use when real-time interaction, demonstration, expert access or community participation creates genuine benefit.

06 LONG-FORM LINK

Use when the audience needs complete evidence, instructions, downloads, product information or a durable reference.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

FORMAT DECISION

Choose the simplest format that preserves the idea. Score clarity, native fit, production cost, shelf life, accessibility and likely audience action before approving a complex asset.

Create an evidence-based idea backlog

A strong backlog comes from audience questions, business knowledge and performance evidence. Trends can add context, but they should not replace strategy.

01 SEARCH DEMAND

Review search queries, site search, autocomplete themes and recurring language. Verify intent before converting keywords into posts.

Document the source, owner and approval status before drafting.

02 COMMUNITY QUESTIONS

Capture comments, replies, messages, forums and sales or support questions without exposing personal information.

Document the source, owner and approval status before drafting.

03 PERFORMANCE PATTERNS

Identify topics, openings, formats and destinations that produced useful actions, not only high reach.

Document the source, owner and approval status before drafting.

04 EXPERT KNOWLEDGE

Interview people who build, sell, support or use the product. Convert verified experience into teachable ideas.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 CONTENT GAPS

Audit what the audience needs across discovery, comparison, purchase, onboarding, use, renewal and advocacy.

06 TIMELY RELEVANCE

Add news, seasons and trends only when the brand can contribute a useful, accurate and appropriate perspective.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

BACKLOG RECORD

For every idea store the audience question, pillar, evidence source, useful takeaway, recommended format, destination, shelf life, effort estimate and approval status.

Write platform-ready captions

A caption should make the post easier to understand and act on. Use the audience's language, verified specifics and one clear reason to continue.

01 HOOK

Lead with a relevant question, tension, result, observation or specific promise that the post honestly delivers.

Document the source, owner and approval status before drafting.

02 CONTEXT

Explain why the topic matters now and who it helps. Avoid long introductions that delay the useful information.

Document the source, owner and approval status before drafting.

03 VALUE

Teach the method, steps, comparison, example or lesson with concrete language and a logical sequence.

Document the source, owner and approval status before drafting.

04 PROOF

Support important statements with demonstrations, sources, approved evidence, conditions and limitations.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 ACTION

Invite one proportional next step: save, reply, read, compare, download, register, try or visit.

06 METADATA

Add relevant tags, mentions, disclosure, alt text and destination information according to current platform rules.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

CAPTION FORMULA

[RELEVANT HOOK] + [CONTEXT] + [USEFUL STEPS OR INSIGHT] + [PROOF / QUALIFICATION] + [ONE NEXT ACTION]. Then remove every sentence that repeats the creative without adding value.

Plan short-form video for retention

Short video needs a visual reason to continue, not only faster talking. Plan the promise, scenes, proof and payoff before recording.

01 FIRST FRAME

Show the subject, result, problem or unexpected detail immediately. The opening visual must support the spoken hook.

Document the source, owner and approval status before drafting.

02 HOOK PROMISE

Tell the right viewer what they will learn, see, compare or complete. Avoid promising a result the video cannot prove.

Document the source, owner and approval status before drafting.

03 SCENE PLAN

Break the explanation into visible beats: setup, demonstration, detail, example, proof, outcome and action.

Document the source, owner and approval status before drafting.

04 PACING

Remove pauses and repetition while keeping enough time for comprehension, captions and accessibility.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 PAYOFF

Deliver the promised example, answer or transformation before asking for a follow, click or purchase.

06 ADAPTATION

Create a clean master, then adjust framing, duration, caption placement, audio rights, CTA and metadata for each platform.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

VIDEO SHOT CARD

Working title / viewer / first-frame visual / spoken hook / 5-8 scene beats / proof asset / on-screen text / caption / CTA / platform adaptations / rights check.

Build a recognizable visual system

Consistency comes from repeatable decisions, not identical templates. Create enough structure for recognition and enough flexibility for the content to breathe.

01 COLOR ROLES

Define background, surface, primary action, highlight, text and alert colors with accessible contrast.

Document the source, owner and approval status before drafting.

02 TYPOGRAPHY

Choose readable display and body styles, minimum sizes, line limits, safe areas and platform-specific caption zones.

Document the source, owner and approval status before drafting.

03 IMAGE DIRECTION

Document lighting, subjects, framing, realism, texture, editing limits, AI-image disclosure and prohibited treatments.

Document the source, owner and approval status before drafting.

04 LAYOUT FAMILIES

Build flexible systems for tutorials, lists, comparisons, quotes, data, announcements, products and video covers.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 BRAND PRESENCE

Use logo, name and visual cues consistently without overpowering the information or hiding important content.

06 ASSET GOVERNANCE

Record source, license, consent, expiration, edits, alt text, owner and approved usage for every external asset.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

RECOGNITION TEST

Hide the account name. Can a regular follower recognize the source from the visual decisions and editorial voice without every post looking like the same template?

Plan community and engagement

Publishing starts the interaction. Define how the team will listen, respond, moderate, escalate and turn recurring questions into better content.

01 RESPONSE STANDARD

Set tone, useful response types, service hours and realistic time expectations for comments and messages.

Document the source, owner and approval status before drafting.

02 CONVERSATION PROMPTS

Ask questions people can answer from experience. Avoid empty engagement bait or requests for sensitive information.

Document the source, owner and approval status before drafting.

03 MODERATION

Publish rules for harassment, hate, spam, misinformation, personal data, threats and repeated disruption.

Document the source, owner and approval status before drafting.

04 ESCALATION

Route support, legal, safety, privacy, media and high-risk issues to trained owners instead of improvising publicly.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 LISTENING LOG

Capture themes, objections, language and unresolved needs without copying personal information unnecessarily.

06 FEEDBACK LOOP

Turn recurring questions into FAQs, guides, product improvements, onboarding content and future calendar priorities.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

COMMUNITY METRIC

Measure useful replies, resolved questions, qualified conversations, repeated themes and response quality alongside reaction counts.

Batch production without losing relevance

Batch repeated work so the team can protect research and creative focus. Keep room for timely posts that still pass verification and approval.

01 RESEARCH BATCH

Collect sources, questions, evidence, examples, permissions and links for several related posts at once.

Document the source, owner and approval status before drafting.

02 OUTLINE BATCH

Approve audience, takeaway, format, proof and CTA before full production begins.

Document the source, owner and approval status before drafting.

03 PRODUCTION BATCH

Record videos, design slides, write captions and prepare adaptations in focused sessions.

Document the source, owner and approval status before drafting.

04 REVIEW BATCH

Check facts, claims, rights, spelling, accessibility, branding, links and disclosures with clear owners.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 SCHEDULE BATCH

Upload final assets, apply native settings, verify previews and record final URLs without changing approved facts.

06 LEARNING BATCH

Review performance and community feedback together, then update the backlog and next calendar.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

STATUS WORKFLOW

IDEA -> RESEARCHED -> BRIEFED -> IN PRODUCTION -> REVIEW -> APPROVED -> SCHEDULED -> PUBLISHED -> MEASURED -> REPURPOSED / ARCHIVED.

Scheduling, approval and final QA

A scheduler saves time only when the approved asset, caption, destination and platform settings remain connected and verifiable.

01 OWNERSHIP

Assign one responsible owner for strategy, copy, design, final approval, publishing, community response and reporting.

Document the source, owner and approval status before drafting.

02 VERSION CONTROL

Use stable filenames, dates, platform suffixes and approval records. Do not schedule from an unverified chat attachment.

Document the source, owner and approval status before drafting.

03 NATIVE PREVIEW

Check crop, safe areas, captions, cover frame, link, tags, mentions, audio, disclosures and accessibility settings.

Document the source, owner and approval status before drafting.

04 TIMING

Use audience evidence and operational coverage. Avoid publishing high-risk content when nobody can monitor response.

Document the source, owner and approval status before drafting.

CAMPAIGN FIELD GUIDE

05 EMERGENCY PROCESS

Document who can pause scheduled posts, correct errors, issue updates, preserve evidence and notify stakeholders.

06 ARCHIVE

Store final creative, caption, URL, campaign tags, results, rights records and lessons in one searchable location.

WORKSHEET QUESTIONS

- Which verified fact supports this decision?
- What information is still missing or conflicting?
- Who approves the final version and by when?
- What should happen if the result misses the threshold?

PRACTICAL APPLICATION

Write the approved version in one sentence, list the evidence beside it, then identify the one reader action this section should influence. If the answer is unclear, return to the campaign brief before writing copy.

PRE-PUBLISH CHECK

Correct account / correct asset / verified facts / approved copy / working destination / accessible media / valid rights / appropriate timing / monitoring owner / rollback method.

Measure and improve the calendar

Use metrics to decide what to continue, change, stop or investigate. Reach is context; value comes from the audience action and business outcome it supports.

REACH

Distribution among the intended audience, interpreted by source and platform.

RETENTION

How long people stayed with video, carousel, story or live content.

SAVES

Intent to revisit; useful for durable education and reference content.

SHARES

Willingness to pass value to another person; inspect context and quality.

COMMENTS

Conversation and questions, separated from spam or low-value reactions.

CLICKS

Movement to the next destination, checked with consistent campaign tags.

CONVERSION

The defined action completed within an agreed attribution window.

NEGATIVE SIGNALS

Hides, complaints, unfollows, moderation events and support friction.

REVIEW

MONTHLY REVIEW

- What changed in audience needs, business priorities or platform conditions?
- Which pillars and formats created useful actions - and for whom?
- Which posts underperformed because of topic, packaging, distribution or destination?
- What questions and objections appeared repeatedly?
- What will we continue, adapt, test, stop and research next month?

LEARNING ARCHIVE

Save the hypothesis, content version, platform, audience, distribution conditions, results, interpretation and next action. A screenshot without context is not a reusable insight.

Master social calendar prompt

Replace every bracketed field. Use PLAN ONLY first when strategy, evidence, capacity, rights or platform requirements still need approval.

ROLE

You are a precise social media strategist, editorial planner and platform-native copywriter. Build an original, useful and realistic calendar using only verified inputs. Protect accuracy, accessibility, rights, brand voice, audience trust and production capacity.

INPUTS

- Business, offer, primary goal and guardrail: [INSERT]
- Audience, needs, lifecycle stage and objections: [INSERT]
- Platforms and the strategic role of each: [INSERT]
- Content pillars, expertise, evidence and approved claims: [INSERT]
- Campaigns, launches, seasons and important dates: [INSERT]
- Available formats, team capacity, owners and approval time: [INSERT]
- Brand voice, visual rules, accessibility and prohibited tactics: [INSERT]
- Primary CTA destinations, tracking and success metrics: [INSERT]

PROCESS AND OUTPUT

- Audit missing, conflicting and high-risk information. Ask questions instead of guessing.
- Create the monthly strategy: objective, audience priority, pillar balance, campaign and CTA.
- Return a calendar table with date, platform, pillar, format, title, hook, value, CTA, destination, owner and status.
- For each post provide a concise creative brief, evidence notes, caption outline and adaptation rules.
- Balance education, demonstration, proof, community, conversion and support according to the strategy.
- Mark evergreen, timely, campaign, repurpose and experimental posts clearly.
- Add a production schedule, approval deadlines, community coverage and measurement plan.
- If I write PLAN ONLY, stop after the audit, pillar mix and calendar outline and wait for approval.

CONTROL RULES

- Do not invent results, testimonials, trends, statistics, urgency, rights, consent, price or availability.
- Do not force daily posting or equal distribution across platforms when capacity and audience needs do not support it.
- Use only supplied evidence for factual claims and label items requiring expert or legal review.
- Preserve accessibility, disclosures, licensing, moderation, privacy and platform-specific safety requirements.
- Keep one primary audience action per post and make every destination consistent with the promise.

FINAL VERIFICATION OUTPUT

- Calendar balance by pillar, platform, format and audience stage
- Fact, evidence, rights, disclosure and accessibility flags
- Production owners, deadlines, dependencies and approval status
- Community coverage, escalation owner and emergency pause method
- Measurement tags, primary metric, guardrail and next-month decision rule

Worked example: a 30-day resource month

This fictional example shows how a small digital-resource brand can balance education, proof, community and promotion without publishing every day.

APPROVED MONTHLY BRIEF

Goal: qualified visits to free resources

Audience: creators and small-business owners

Pill priority: teach + demonstrate

Lead campaign: Social Media Calendar guide

Cadence: 3 primary posts per week

Guardrail: useful response quality

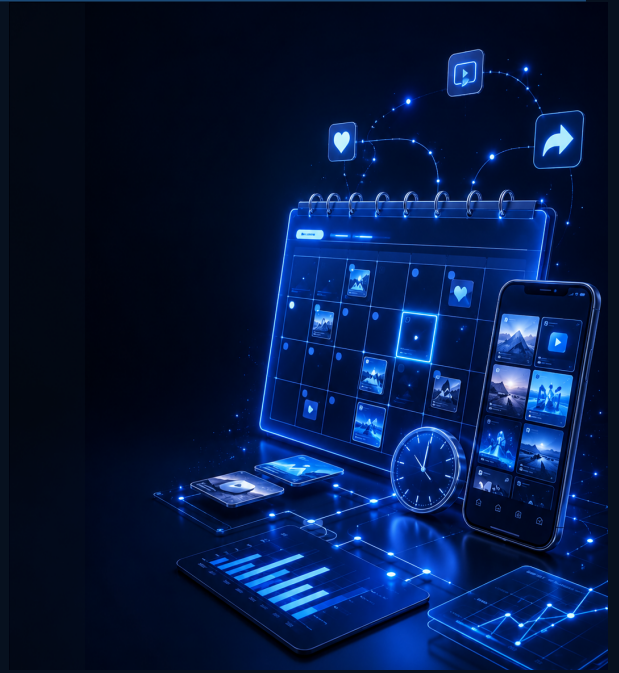
DATE	PILLAR	FORMAT	WORKING TITLE	CTA
W1 MON	Teach	Carousel	5 questions every calendar needs	Save the framework
W1 WED	Demonstrate	Short video	From blank month to 3 clear pillars	View the guide
W1 FRI	Community	Text / poll	What blocks your content planning?	Reply
W2 MON	Teach	Carousel	Build a realistic weekly rhythm	Save
W2 WED	Proof	Screen demo	The fields inside a useful content brief	Preview
W2 FRI	Support	FAQ post	Should every platform use the same post?	Read more
W3 MON	Teach	Video	Turn one expert answer into 5 formats	Save
W3 WED	Demonstrate	Carousel	A complete 30-day example month	Download
W3 FRI	Community	Question	Which format takes you longest?	Reply
W4 MON	Proof	Case-style post	What a calendar prevents before publishing	Explore
W4 WED	Convert	Guide preview	Inside the 20-page planning system	Download
W4 FRI	Review	Text + chart	What we learned from this month's posts	Follow

EXAMPLE DECISION RULE

If educational posts earn qualified saves and guide-page visits but downloads remain weak, improve landing-page continuity before increasing promotional frequency.

Plan the month. Protect the work. Publish with purpose.

You now have a strategic brief, platform map, content pillars, annual and monthly calendars, weekly rhythm, format system, production workflow, master prompt, 30-day example and final review process.



FINAL PUBLISHING SCORECARD

- Strategy, audience and platform role are clear
- Every post maps to a pillar and audience need
- Facts, claims, sources and rights are verified
- Creative, caption, CTA and destination agree
- Accessibility, disclosure and moderation are ready
- Owners, approvals and emergency controls are assigned
- Tracking and next-month decision rules are documented

Help us create more free resources

If this planning system saved time or improved your content decisions, consider supporting Digital World Pulse. Every contribution helps fund original guides, practical tools, design, testing and hosting.

[SUPPORT DIGITAL WORLD PULSE](#)

PLAN WITH PURPOSE. CREATE WITH CONSISTENCY. IMPROVE WITH EVIDENCE.