

A top-down view of a workspace. In the upper left, a portion of a silver laptop is visible, showing keys like 'fn', 'delete', 'enter', and 'return'. To its right is a white ceramic vase with a textured, woven pattern, filled with bright yellow sunflowers. Below the vase, a spiral-bound notebook with a white cover and a grid pattern is open. The background is a clean, light-colored surface.

PLANN

THE SPEEDY

SOCIAL MEDIA CHECKLIST

HOW TO SCHEDULE A WEEK
OF POSTS IN 20 MINUTES

Introduction

HOW TO SCHEDULE A WEEK OF POSTS IN 20 MINUTES

There are many things you could do with 20 minutes. You could listen to a few tracks from Beyoncé's Renaissance album. You could watch an episode of Brooklyn 9-9. You could put away half the basket of overflowing clothes in your laundry (trust us, we've got one too!).

But we guarantee you, none of these things are going to make you anywhere near as productive as what you're going to learn in this cheat sheet!

In the next few pages, you're going to learn the strategies that top social media managers and content creators use to plan and schedule a week worth's of Instagram content in just 20 minutes.

By batching your content and making the most of Plann's epic features, it's totally doable. Not only will you save yourself SO much time each week on posting social media content, but you'll make the process so much more fun and less stressful.

There will be no more agonizing over what you're going to post on social media each day — you'll have the peace of mind of knowing your entire week is covered! That way, you can go back to doing other fun stuff like watching Brooklyn 9-9, listening to music and folding your laundry (not!)

PSST... MAKE SURE YOU PRINT OUT THE HANDY CHECKLIST ON PAGE 10 TO KEEP BY YOUR SIDE EACH TIME YOU DO A SOCIAL MEDIA SCHEDULING SESH, TO ENSURE YOU CAN QUICKLY MOVE THROUGH THE STEPS WITHOUT MISSING ANYTHING.



**KEEP UP TO DATE WITH
PLANN ON INSTAGRAM**

A cup of coffee on a white surface next to a spiral notebook and a pink sweater.

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1. GO IN WITH A GAME PLAN

game plan

You wouldn't go hiking somewhere you've never been before without a map or a GPS, right? No, that would be crazy, and would add on waaaay more time to your trip!

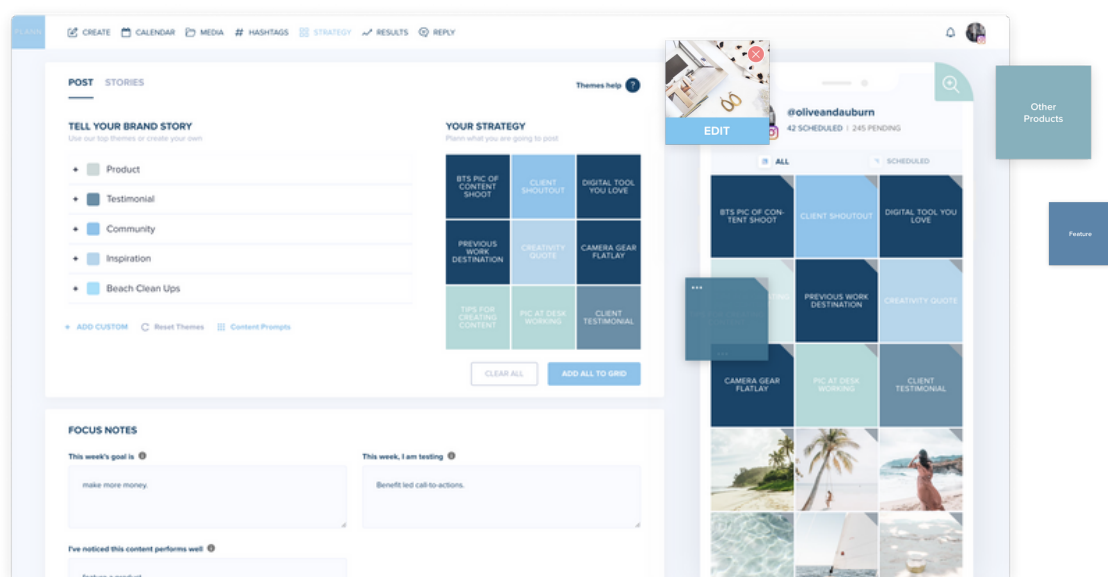
Well, planning your social media content works in the same way. It pays to have a strategy in mind for what you're going to post throughout the week. A great way to do this is by having set 'themes' or content pillars for your Instagram content.

You can use Plann's strategy tool to pick from our suggested themes, or you can choose your own and add it as a custom strategy. We've got 50+ templates paced with done-for-you idea prompts, from sales blueprints (to help you tease and launch your next sale) to industry-specific post ideas (from eCommerce brands to service-based businesses).

For example, you might have five different content themes:

- Inspiring quotes
- Educational posts
- Customer testimonials
- Product photos
- Behind-the-scenes snaps

You can drag these themes right onto your planning grid, so you know exactly what kind of post needs to go where. This will ensure you have a great mix of content, but it will stop you from having to reinvent the wheel every time you post.



2. PICK YOUR PROMPTS

prompts

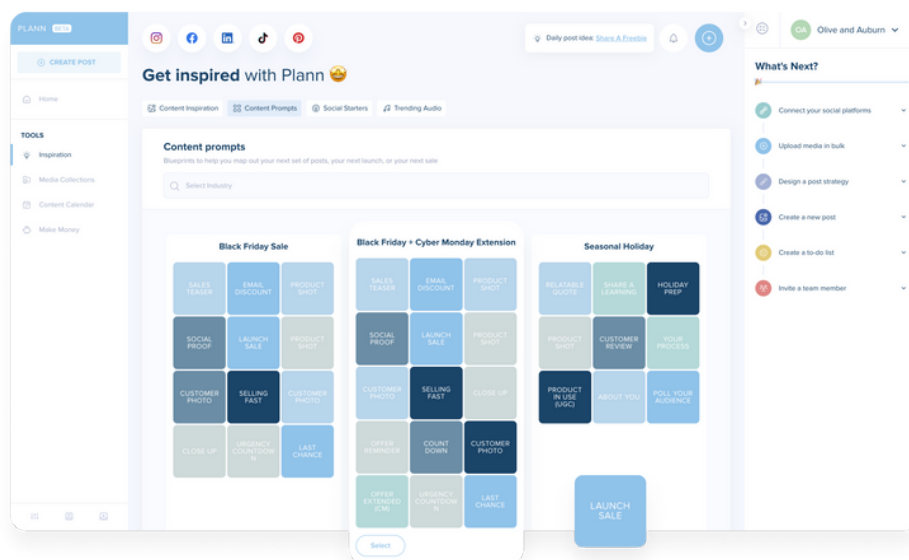
Always get stuck about what to post on social media? Well, you can also take your strategy a step further, and use our amazing content prompts to spark your inspiration!

Tailored to over 50 different industries and occasions (such as Valentine's Day, Easter or Christmas), these create a strategic brand story for social media.

So, say you're an artist who wants to get the word out about your work — the content prompts would suggest a variety of content themes, like showing off your workspace or sharing a work in progress.

By dragging these onto your grid or stories, all you need to do is fill in the blanks with your own content!

Need more content inspo? Check out our free [library of monthly content calendars](#) to get that creativity flowing.



P.s. did you know that you can instantly access our content prompts feature from your new Social Media Home?

Designed for when you're not sure what the next few days or week look like, simply choose ideas that match yours (or mix'n'match from other industries) to create an intentional posting schedule.

3. UPLOAD YOUR CONTENT FROM ‘COLLECTIONS’

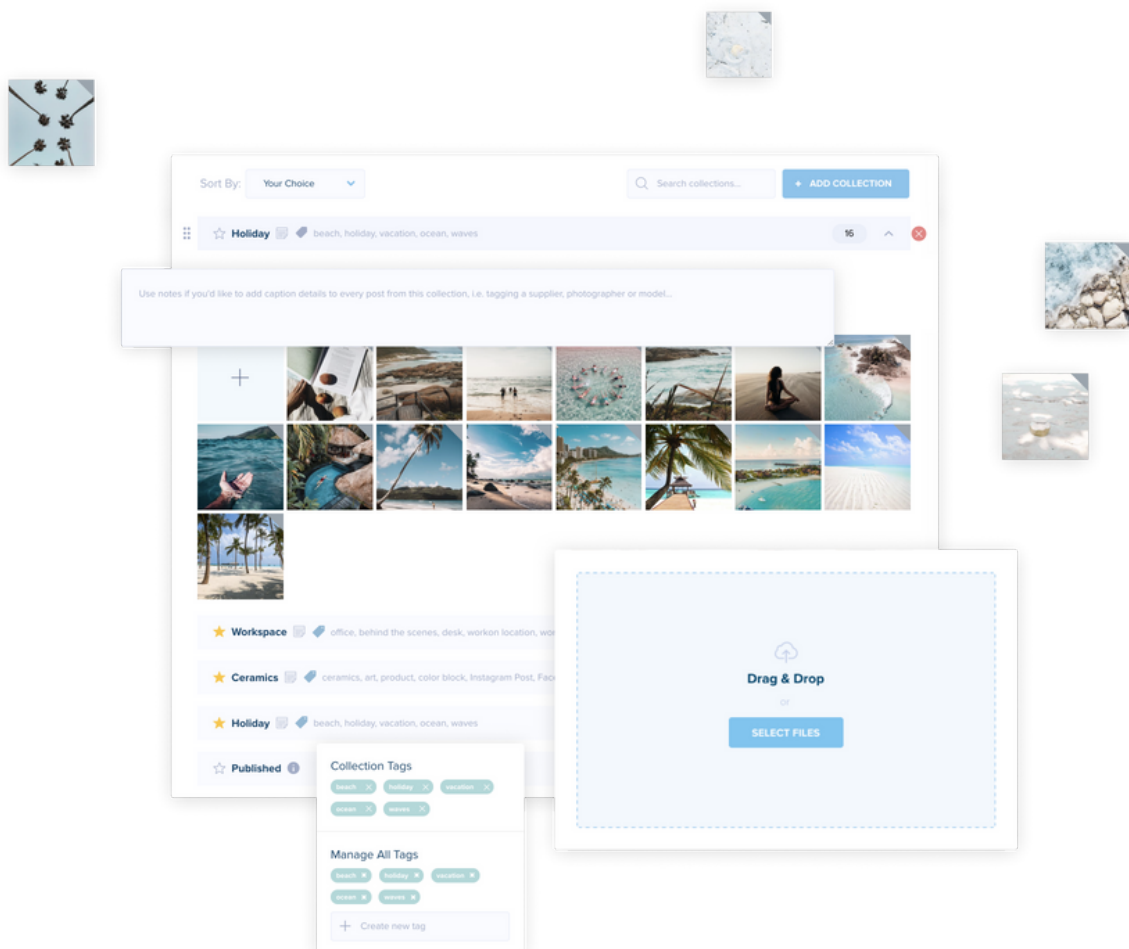
Okay, so the next question is — what exactly do you post in these slots? Well, we highly recommend creating ‘collections’ in Plann, where you store different sets of images.

So, if you have product photography, that could be one collection. Images of your team could be another, and so forth. If you already have these stored in Dropbox or Google Drive folders, you can also import these straight into Plann.

If you’re looking to fill some images to fill the gaps, you can also use our extensive library of beautiful free stock imagery from Pexels, Unsplash and Pixabay.

Sure, it may take you an hour or so upfront to get all your images into collections, but once it’s done once you’ll be able to just pick and choose what you need for your social media channels!

Tip: Ain’t nobody got time for individually uploading pics into your ‘create’ area. Batch upload them by clicking on all the pics you want from your collection at once!



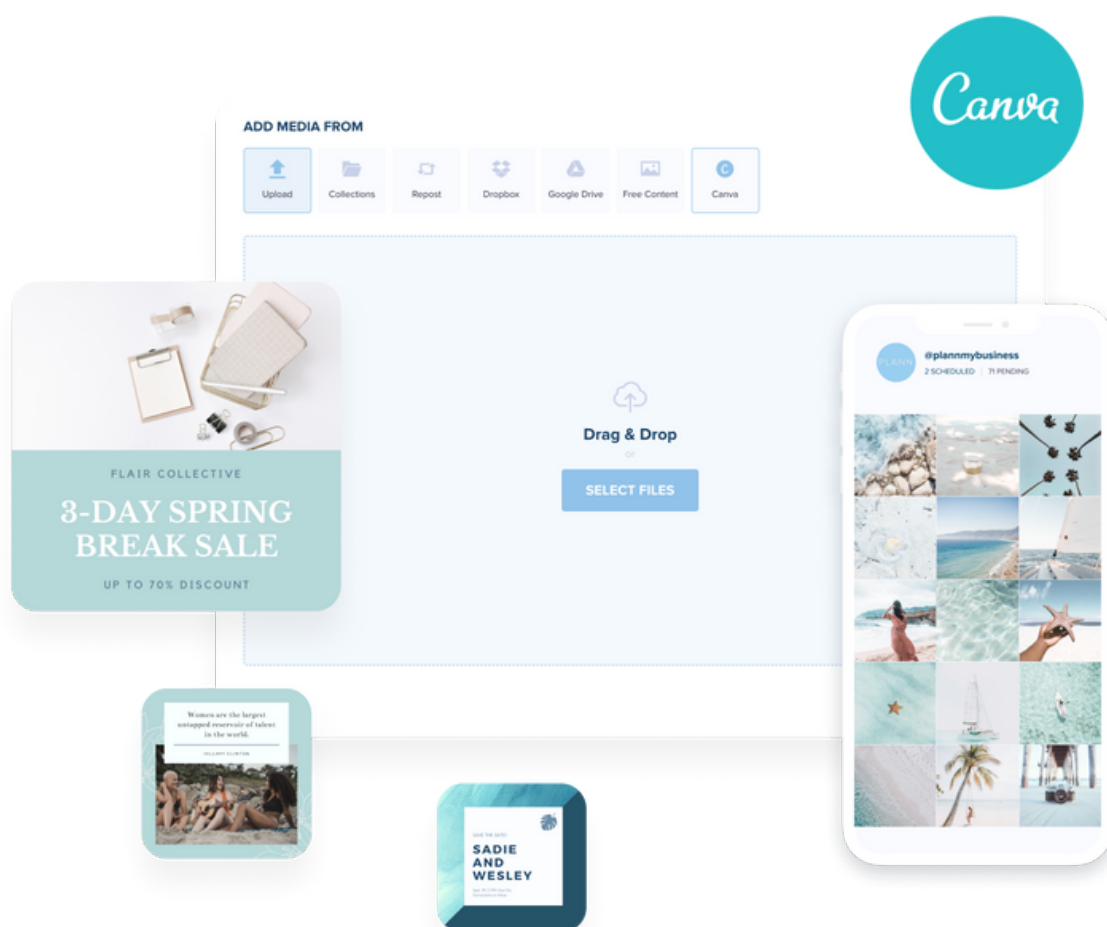
4. BATCH EDIT YOUR PHOTOS

batch edit

Playing around with pretty filters on your pics can be a fun distraction, but it's not the most efficient use of your time! By having one go-to preset or filter for your images, you can not only make your feed look way more consistent, but also save yourself loads of time.

While some people choose to use Adobe Lightroom presets for this, you can also do this from right within Plann by choosing from our gorgeous range of filters. Just click on the little paintbrush icon next to your photo to open up the editing menu, then click filter!

The same goes for your Instagram graphics — it's way too time-consuming if you create these from scratch every time. Use Canva to pre-create templates that you can easily customize with your text and image each time. As your Canva account is integrated inside Plann, you won't even need to leave the app each time to access your graphics. You can also use Plann's text editor feature to quickly create beautiful text overlays on your photos.



5. WRITE QUICKER CAPTIONS

captions

We know that coming up with the perfect caption can be one of the most time-consuming parts of planning your socials. After all, you want to be witty, yet casual! Professional, yet approachable! Need we go on?

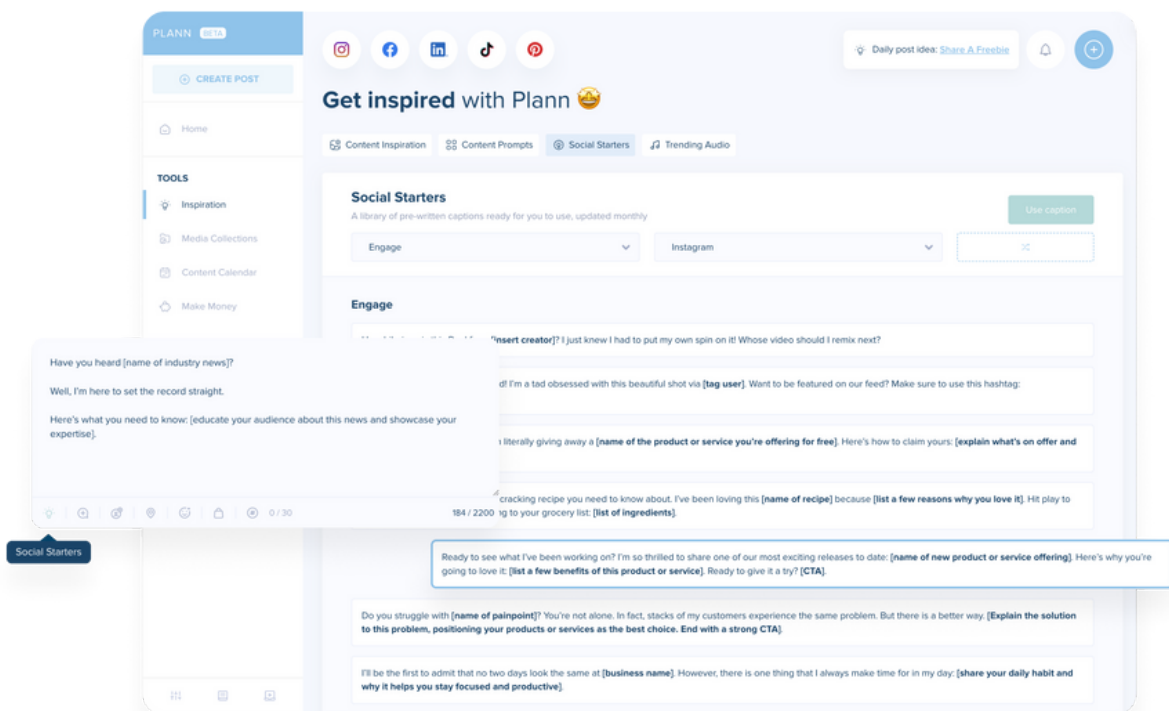
But the good news is that you don't have to go it alone.

That's right, Plann'rs: you can gain access to curated social starters and done-for-you Instagram captions right within your Plann workspace. Our teams of copywriters and social media experts have pre-written hundreds of captions, designed to align with whatever strategy and business goals you're working towards.

Our purpose-led caption starters are here to spark your imagination and give you a framework to build your own customized content.

When creating your next Instagram post, click on the lightbulb icon to access hundreds of ideas and winning caption starters. Make sure you've signed up for a Plann Plus account and you're access the Plann workspace on your desktop.

Ditch writer's block for good and get those creative juices flowing!



6. HAVE YOUR HASHTAGS READY

captions

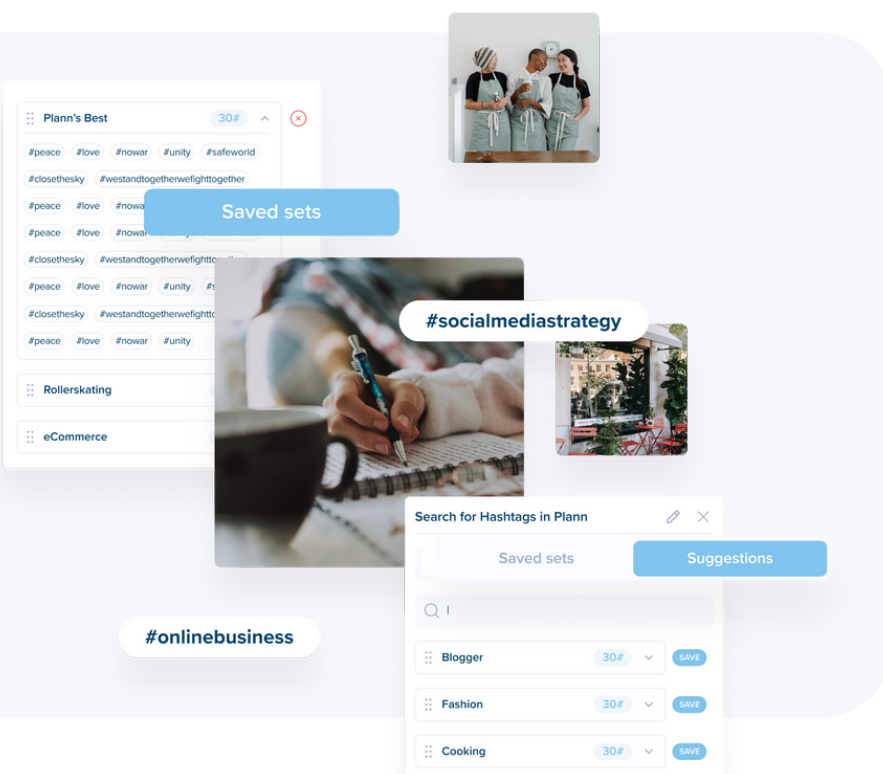
If you're coming up with fresh hashtags every time you post, you're likely creating a lot of extra work for yourself!

A super handy shortcut is to have sets of them pre-saved in Plann. For example, if you're a sustainable fashion blogger, you might have one hashtag set about style, another about sustainability, another about vegan living etc.

Need a helping hand with picking the right hashtags for your posts? We've got you covered!

Plann has curated over 300 pre-made hashtag sets, packed with thousands of individual hashtags to boost the reach and visibility of your Instagram content. Say goodbye to hashtag research and hours spent scrolling through Instagram to find the perfect hashtags.

Head to your hashtag manager to view, save and search through hashtags or add suggested hashtags to your posts when drafting your captions in the Plann workspace.



So, how many hashtags should you be using?

Because 30 is the limit of hashtags you can add to a post, we recommend going all out and adding all 30 to ensure your post has the highest likelihood of being discovered!

7. SCHEDULE AND REPURPOSE

Once you've got all your images, captions and hashtags sorted, it's time to schedule your posts! To save yourself the guesswork of trying to figure out the best times to post, you can use Plann's handy AI-powered features to determine your optimal times. You can choose from either the 'your best times to post' (the timeslots where your posts have performed best in the past) or 'when your audience is most online'. Click on either of those, hit schedule on your posts and voila, you'll have a week of content ready to go!

That doesn't mean just sorting your Instagram grid and stories, either! After all, a good social media strategy is one that doesn't put all your eggs in one basket. Use Plann's 'recreate' feature to quickly repurpose your posts across your Facebook and LinkedIn channels, too. You can also use our custom calendar events to plan out your entire marketing strategy, such as your blogs and email newsletters.

The screenshot displays the Plann app interface. At the top, there's a blue button labeled 'Inspiration'. Below it, a central white card shows a post preview with a photo of a coffee cup and a small plant. To the left of this card is a teal button labeled 'Education'. Below the post preview, there's a 'Schedule your post' dialog. This dialog has several options: 'Save as draft', 'Post now', 'Custom time' (which is selected), 'Your best times to post', and 'When your audience is most online'. To the right of these options, there are fields for 'Date' (04/06/2019) and 'Time' (1:52 PM). At the bottom right of the dialog is a blue button labeled 'SCHEDULE POST'. Below the dialog, there's a calendar bar showing the days of the month from 12 to 26, with the 16th highlighted. The text 'This month 2019' is visible on the right side of the calendar bar.

8. YOUR SOCIAL MEDIA HOME

Psst... have you heard? We've designed a brand new space to help you gain a daily snapshot of your social media content.

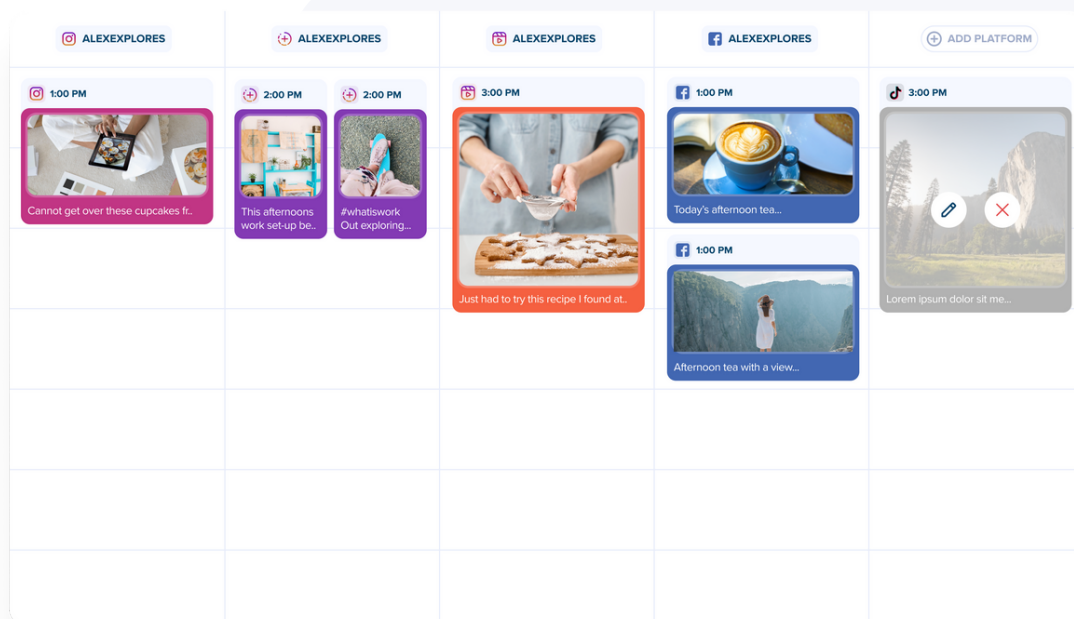
Say hello to Plann's Social Media Home - a calming, organized experience as soon as you open Plann to easily get to work and see what's on your list for the day.

You'll now discover a new Home where you can organize your day knowing exactly what's ahead, organize your own to-do list, and spot where any gaps might be in your schedule with help from us when you need it the most.

Here are some of our favorite features:

- A Daily Overview of Your Social Media Schedule
- A to-do list manager
- Thousands of Inspirational ideas, captions and media for your next post
- Improved navigation to find your way around, including faster access to your content calendar, creating posts for specific platforms, and your media collections.
- Ways you can gift (and earn!) Plann credit by sharing your unique link + MORE!

Ready to fast-track your content creation? Open HOME on Plann's desktop version and score a handy overview of the day ahead for your social media platforms.



9. YOUR SOCIAL MEDIA CHECKLIST

TO DO ONCE

Plan out your content themes in 'strategy' and drag the content prompts onto your grid

☐

Save all of your existing photos and any stock images into your 'collections'

☐

Create your templates in Canva and connect your Canva account to your Plann

☐

Save your hashtag sets and curate Plann's suggested hashtags

☐

TO DO WHEN PLANNING

Drag the appropriate images onto the corresponding themes on your grid

☐

Use Plann's social caption starters and done-for-you captions to draft your copy

☐

Ensure all captions have a great hook and killer call-to action

☐

Use a combination of hashtag sets to add up to 30 hashtags to your post

☐

Schedule ahead your posts for optimal times

☐

Repurpose your posts across your stories and other social media platforms

☐

Ready TO PLANN UP A STORM?

Now that you know how to speedily smash out your posts, let's schedule them! With Plann you can plan days, weeks or months in advance and leave that social media overwhelm in the dust.

[Log into Plann](#) and start your 7-day free trial today to start batching your content like a boss.

