apolocreative

AI + TECH

SOCIAL MEDIA CONTENT CALENDAR

A free, editable 4-week planner for technology brands, AI startups and the teams who market them.

PLAN SMARTER

Clarify your message / Schedule consistently / Measure what matters

Start with your content strategy

Before you post, decide who you are speaking to and what each post should achieve.

BRAND / PRODUCT NAME

PLANNING MONTH

PRIMARY PLATFORM(S)

IDEAL CUSTOMER / AUDIENCE

BIGGEST CUSTOMER PAIN POINT

KEY MESSAGE / POSITIONING

PRIMARY BUSINESS GOAL

CORE CALL TO ACTION

SUCCESS METRIC / TARGET

YOUR FOUR CONTENT PILLARS

01 EDUCATE

Explain a complex problem simply.

02 BUILD TRUST

Show proof, expertise and people.

03 DEMONSTRATE

Show the product solving a real need.

04 CONVERT

Give a clear reason to take action.

Weeks 1 + 2 / Posting plan

Six editable post briefs per page. Suggested prompts are inspiration - replace them with your own ideas.

DAY / DATE	PLATFORM	TOPIC / PILLAR	HOOK / KEY MESSAGE	FORMAT	CTA	OWNER	STATUS
W1 / Mon		Thought leadership Awareness	POV on an emerging AI/tech trend	LinkedIn			
W1 / Wed		Education Engagement	Break down one difficult concept	Carousel			
W1 / Fri		Product demo Consideration	Show a workflow before vs. after	Short video			
W2 / Mon		Customer problem Awareness	Name a costly pain point	LinkedIn			
W2 / Wed		Proof / case study Trust	Share a result + why it worked	Carousel			
W2 / Fri		Behind the scenes Engagement	Meet the people building the tech	Short video			

STATUS KEY Idea / Draft / Review / Scheduled / Published

Weeks 3 + 4 / Posting plan

Six editable post briefs per page. Suggested prompts are inspiration - replace them with your own ideas.

DAY / DATE	PLATFORM	TOPIC / PILLAR	HOOK / KEY MESSAGE	FORMAT	CTA	OWNER	STATUS
W3 / Mon		Industry insight Awareness	Myth vs. fact about your category	LinkedIn			
W3 / Wed		How-to content Value	Teach a 3-step practical process	Carousel			
W3 / Fri		Social proof Trust	Customer quote or mini case study	Graphic			
W4 / Mon		Strong opinion Reach	Challenge a common assumption	LinkedIn			
W4 / Wed		Product value Consideration	Answer a top buyer objection	Carousel			
W4 / Fri		Conversion Conversion	Invite a demo, trial or consultation	Short video			

STATUS KEY Idea / Draft / Review / Scheduled / Published

Measure, learn, improve

Review results at the end of the month. Double down on what works, not just what gets views.

TOTAL POSTS PUBLISHED	TOTAL REACH / IMPRESSIONS	ENGAGEMENT RATE	WEBSITE CLICKS	LEADS / DEMO REQUESTS

BEST-PERFORMING POST + WHY IT WORKED

WHAT TO TEST OR CHANGE NEXT MONTH

Need help filling this out with great content?

Fill out our form - we can help you plan the best content for your audience and goals.

FILL OUT OUR FORM / LET'S TALK

apolocreative.com/contact