### **🧭 Step-by-Step Guide: How to Create a Social Media Calendar**

#### **🛠️ Step 1: Upload the Template**

* Open [Google Sheets](https://docs.google.com/spreadsheets/d/1EiDPPQ6p5mfcos9-0qQNofpP3S4s6TQ166w_Q-Ujaes/edit?gid=1550016341#gid=1550016341)
* Choose **“Insert new sheet(s)”** to add any new tabs for each month (we already created monthly tabs up to Dec)

#### **🗓️ Step 2: Fill Out Your Monthly Plan**

* Use the **Date**, **Day**, and **Platform** columns to plan posts for each week
* Choose a **Theme** based on district priorities (like fire safety, transparency, water conservation)
* Select a **Content Type** (photo, video, infographic, quote, etc.)

#### **📝 Step 3: Write Your Captions and Add Graphics**

* Draft short, friendly, and informative **captions**
* Add **graphics or image references** (you can link to a shared folder or Canva file)

#### **🏷️ Step 4: Tag with Hashtags**

* Include 2–4 relevant hashtags per post (Check out the [hashtag sample sheet](https://drive.google.com/drive/folders/1bu6s8NLRwi5hthfZvIl96B8ZJgnToIgq) for inspo)

#### **✅ Step 5: Track Status**

* Use the **Status** column to note:  
  + 🔵 “Drafting”
  + 🟢 “Scheduled”
  + 🟡 “Posted”
  + 🔴 “Needs Review”