Social Media Content Calendar and Post Performance Tracker: how to use it

Start here:

Yellow cells are yours to fill in. Green-grey cells hold formulas: leave them alone and they fill themselves.

Drop-down cells only take values from the lists on the Settings tab. Edit the lists and the drop-downs follow.

The example file is filled with fictional posts and results so you can see every number working. The blank file is the same workbook, empty. Use the blank one for your business.

Google Sheets: File > Import > Upload the .xlsx (or open it from Google Drive), then File > Save as Google Sheets. Excel: just open it (Excel 2010 or newer, Windows or Mac). Numbers on Mac also opens it.

Set up (3 minutes):

1. Settings: your platforms (up to 8), your content pillars (the themes you post about, up to 8) and the year (F2).

2. Posts: one row per post. Plan it first: date, platform, pillar, topic or caption idea and status Idea, Drafted or Scheduled. After it goes live set the status to Posted and type the numbers from the platform's own stats: reach, likes, comments, shares, link clicks.

Engagements (likes + comments + shares), engagement rate (engagements / reach) and the month fill in for Posted rows only.

What you get:

Dashboard: posts planned and posted, reach, engagements, engagement rate and link clicks by month; every platform and every content pillar compared; how many posts are at each stage (Idea, Drafted, Scheduled, Posted).

Use it as a calendar: sort the Posts tab by date, or filter by platform.

Reach and engagement numbers are typed in from each platform's own stats; the sheet does not connect to any account.

Help:

Something wrong, or a column you need? Message us; we fix it and update the download for every buyer.

Designed by Tuper. Built with AI tools and tested by us; tell us if anything breaks.