

FREE TEMPLATE • FOR BANDS • ARTISTS • TOURING MUSICIANS

WS-01 THE WEEK

SOCIAL MEDIA CONTENT CALENDAR. FOR MUSICIANS.

ONE CONTENT TYPE PER DAY. SAME DAYS EVERY WEEK. FILL THE BLANKS FROM YOUR ARCHIVE.

WEEK 1 DATES: ____ / ____ → ____ / ____

MON LIVE PHOTO Best crowd shot from the last show INSTAGRAM • 19:30 DATE _____ FILE _____ CAPTION _____ POSTED _____	TUE BACKSTAGE Green room, soundcheck or load-in clip TIKTOK • 18:00 DATE _____ FILE _____ CAPTION _____ POSTED _____	WED REEL 15-30s live cut with the hook of your best song REELS • 19:45 DATE _____ FILE _____ CAPTION _____ POSTED _____	THU THROWBACK Old tour photo + what changed since INSTAGRAM • 12:30 DATE _____ FILE _____ CAPTION _____ POSTED _____	FRI TOUR UPDATE Next show: city, venue, ticket link IG + FACEBOOK • 17:00 DATE _____ FILE _____ CAPTION _____ POSTED _____	SAT LIVE VIDEO One full song from the last show, vertical YT SHORTS • 11:00 DATE _____ FILE _____ CAPTION _____ POSTED _____	SUN FAN MOMENT Repost a fan photo or comment, say thanks IG + THREADS • 20:00 DATE _____ FILE _____ CAPTION _____ POSTED _____
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WEEK 2 DATES: ____ / ____ → ____ / ____

MON LIVE PHOTO Best crowd shot from the last show INSTAGRAM • 19:30 DATE _____ FILE _____ CAPTION _____ POSTED _____	TUE BACKSTAGE Green room, soundcheck or load-in clip TIKTOK • 18:00 DATE _____ FILE _____ CAPTION _____ POSTED _____	WED REEL 15-30s live cut with the hook of your best song REELS • 19:45 DATE _____ FILE _____ CAPTION _____ POSTED _____	THU THROWBACK Old tour photo + what changed since INSTAGRAM • 12:30 DATE _____ FILE _____ CAPTION _____ POSTED _____	FRI TOUR UPDATE Next show: city, venue, ticket link IG + FACEBOOK • 17:00 DATE _____ FILE _____ CAPTION _____ POSTED _____	SAT LIVE VIDEO One full song from the last show, vertical YT SHORTS • 11:00 DATE _____ FILE _____ CAPTION _____ POSTED _____	SUN FAN MOMENT Repost a fan photo or comment, say thanks IG + THREADS • 20:00 DATE _____ FILE _____ CAPTION _____ POSTED _____
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NOTES • IDEAS FOR NEXT WEEK

BEST TIMES ARE A STARTING POINT. CHECK YOUR OWN INSIGHTS AFTER TWO WEEKS AND MOVE THEM.

WS-02 THE RELEASE

PLAN A RELEASE IN SIX WEEKS.

WEEK -4	DATE: _____	ANNOUNCEMENT	Announce the release date and the pre-save link. Pin it.
WEEK -3	DATE: _____	TEASER	15-second snippet of the hook on TikTok and Reels.
WEEK -2	DATE: _____	BEHIND THE SCENES	Studio photo, demo voice memo, or the story behind the song.
WEEK -1	DATE: _____	COUNTDOWN	Lyric preview and an "out Friday" reminder in stories every day.
RELEASE DAY	DATE: _____	OUT NOW	Link in bio, full-song reel, thank-you story. Post on every channel.
WEEK +1	DATE: _____	FAN REACTIONS	Repost fan videos, comments and covers.
WEEK +2	DATE: _____	LIVE VERSION	Live performance of the new song on YouTube.

WS-03 THE MIX

MIX FIVE TYPES OF CONTENT.

LIVE Stage photos, crowd shots, full songs. The reason people follow a band.	BACKSTAGE Soundcheck, the van, the green room. Shows the people behind the music.	RELEASES Teasers, pre-saves, out-now posts. Every song gets its own 6-week arc.	THROWBACKS Old tours, first shows, early eras. Your archive is full of these.	FANS Reposts, replies, thank-yous. Cheapest content you have, and it converts.
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WS-04 HOW TO

FOUR STEPS TO YOUR CALENDAR.

01 PICK YOUR CHANNELS Start with two. Most bands: Instagram and TikTok. Add YouTube Shorts when you have live video.	02 SET A WEEKLY RHYTHM 3 to 5 posts a week per channel. Put each post type on a fixed day so you never decide from scratch.
03 FILL THE SLOTS FROM YOUR ARCHIVE Open your camera roll or tour folder. Drop one file into each row of the template. Write a one-line caption.	04 SCHEDULE IT Paste the week into a scheduler, or connect your archive to Woodstock and let it fill the calendar and publish for you.

SKIP THE SPREADSHEET. WOODSTOCK FILLS THE CALENDAR FROM YOUR ARCHIVE.

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