

FREE ACKPOST TEMPLATE

# Weekly Social Media Sprint Planner

A Monday-to-Friday sprint plan with daily publishing tasks, blockers, review questions, and end-of-week retrospective prompts.

TYPE

**Planner**

CATEGORY

**Planning**

BEST FOR

**Content teams**

## What this includes

Weekly goal

Daily task board

Standup prompts

Friday review

## Sprint rhythm

Start Monday by confirming campaign goals, high-risk posts, content owners, and approval deadlines. Close Friday by reviewing what shipped, what failed, and what needs to move.

## Daily standup questions

What content must publish today?

What is waiting for approval?

Which connection or destination needs attention?

What can be moved without damaging the campaign?

## Friday review

Record shipped posts, missed posts, approval delays, content learnings, and next-week priorities. The goal is not a long meeting. It is a short operational reset.

## How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.