

Simple Social Media Calendar

A Monthly Planning Template for Indie Artists

Why Use a Social Media Calendar?

As an indie artist, consistency is more powerful than virality. A simple monthly social media calendar helps you stay organized, post intentionally, and build stronger fan engagement without the stress of last-minute planning.

Monthly Overview Template

Here's how you can structure your monthly calendar. Use this framework to plan out content in batches:

- Week 1: Release teaser, behind-the-scenes photo, fan poll
- Week 2: Performance clip, lyric quote, throwback post
- Week 3: New video drop, thank-you message, collab share
- Week 4: Tour announcement, fan question, livestream promo

Recommended Tools

- Buffer: <https://buffer.com/library>
- Later Blog: <https://later.com/blog>
- Notion or Google Sheets for free planning

Pro Tip:

Batch your content once a week and use a free scheduling tool to stay consistent. One hour of planning can save you days of stress.