

TEMPLATE

HOUSE OF *Social*

INSTAGRAM WORKSHOP

☐ ☐ CONTENT THEMES & SUB THEMES
☐ ☐ BRAND _____

VERSION _____

CONTENT
THEME:

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☐
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CONTENT
THEME:

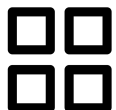
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CONTENT
THEME:

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CONTENT
THEME:

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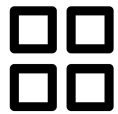
CONTENT YOU NEED TO ALWAYS CONSIDER

**YOUR MARKETING
CALENDAR**
Events/Product Launch

**YEARLY/ SEASSONAL
CALENDAR
THEMES**

**THIRD
PARTY**
Collab/ Fans/ Partnerships

**REPURPOSED
CONTENT**



CONTENT THEMES & SUB THEMES

BRAND

VERSION

CONTENT THEME:	HOW: Format	WHERE: Platforms	CONTENT THEME:	HOW: Format	WHERE: Platforms
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CONTENT THEME:	HOW: Format	WHERE: Platforms	CONTENT THEME:	HOW: Format	WHERE: Platforms
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BRAND

OWNER

DATE _____

1

[illegible]



IG FEED CONTENT WEEKLY PLANNER

BRAND _____

DATE ____/____/____

CREATED BY _____

APPROVED

☐

TEMPLATE
HOUSE OF *Social*

TIME	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
AM							
AFTER NOON							
PM							



IG STORIES WEEKLY CALENDAR

BRAND _____

DATE ____/____/____

CREATED BY _____

APPROVED ☐

TEMPLATE
HOUSE OF *Social*

TIME	MONDAY Daily Theme	TUESDAY Daily Theme	WEDNESDAY Daily Theme	THURSDAY Daily Theme	FRIDAY Daily Theme	SATURDAY Daily Theme	SUNDAY Daily Theme
AM							
AFTER NOON							
PM							



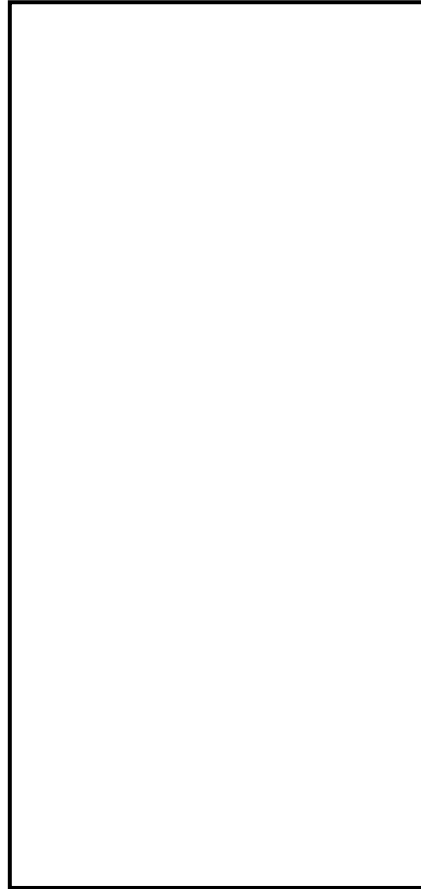
IG STORIES STORYBOARD TEMPLATES

MICRO CONTENT THEME _____

TEMPLATE NAME _____



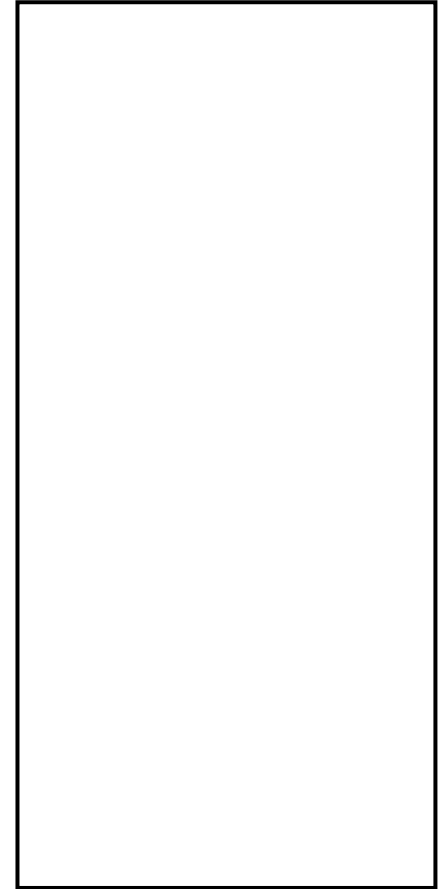
SCREEN



SCREEN



SCREEN



SCREEN



TEMPLATE
 HOUSE OF *Social*

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HOUSE OF *Social*