

Diggy's Digitals

Posting Planner Template

Plan your posts to achieve your goals!

2026

Where to post?

A quick overview of some channels available and the formats that work best for them

Channel	Best for	Tips:
 Facebook	<ul style="list-style-type: none">• A wider variety of content• Combination posts, long form, photo, video, events,	<ul style="list-style-type: none">• A good place for more text• In opera / classical music this is where your audience is
 Instagram	<ul style="list-style-type: none">• Photo and video content• Carousels, reels, trending audio	<ul style="list-style-type: none">• Text is limited here, but still worthwhile• In opera / classical this is often where artists are found, but audiences are moving here, particularly for boundary breaking work
 Threads	<ul style="list-style-type: none">• Short form content or content that can be chaptered to create a 'thread'• images and video can be included	<ul style="list-style-type: none">• Linked to Instagram, crossposting available• Profile can be set to match IG• Posts can be posted with <i>topics</i> such as 'opera' or 'classical' which could
 TikTok	<ul style="list-style-type: none">• Video content primarily• Used to be shortform video but now any video length works the sweet spot is still 15-60 seconds.• Trends, trending audio	<ul style="list-style-type: none">• Can be a great place for niche creation and topics• A wider audience available for sharing creative forces, but not necessarily ticket buyers

Handles?

Check all your handles match across platforms - make it easy for people to find you!

Channel	Best for	Tips:
 BlueSky	<ul style="list-style-type: none"> • Short form content, replacing the bird one • can include links, images, videos etc 	<ul style="list-style-type: none"> • Still early in it's creation, so the opera / classical world on there is more limited • Keeping an open mind can lead to unusual industry connections
 YouTube	<ul style="list-style-type: none"> • Long and short form video content • Text and image posts also available but more aimed at platforms with a large following 	<ul style="list-style-type: none"> • Great place to host video content for elsewhere • Can be kept as an 'audition' type platform or used as more of a social space
 LinkedIn	<ul style="list-style-type: none"> • Long form content preferred, although image and video can be included 	<ul style="list-style-type: none"> • Not hugely effective as a performer, but somewhat useful for finding contacts and who works for different companies • Can be useful to have a profile as an opera company

Starting out?

Pick the platform you are most familiar with and have used the most

OR the content type you're happiest with (e.g. photo, long form text, video)

What to post?

Start with the category, not the content!

Which of these categories of posts align with your goals?

Success Highlight	Coming-up	Sharing your art
Thought-provoking	A day in the life	Knowledge sharing
Moment of reflection	Memes / games	Ticket sales
Get to know me	Dreams, hopes, aspirations	Storytime
Practice and process	Looking ahead	Artistic influences
What inspires me	Seasonal	Essay time
Resource sharing	Event promotion	Informative
Unusual interests	My reading list	On the playlist
-----	-----	-----
-----	-----	-----

add your own!

Like them all?

You could change these each month, but my advice would be to stick to a set you can repeat

When to post?

Pick your pattern!

Choose a posting frequency that suits the time you have right now

2 x per week

3 x per week

4 x per week

What days do you want to post?

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

Stuck for time?

Posting twice a week every week in a pattern is far more effective than trying to post everyday

Build your planner!

*Print the blank template at the end,
or save it to edit digitally*

Month & Dates

Fill in the calendar month, and the dates you will be posting, in the pattern you have chosen

Categories

Fill in your categories on the lines in the table first, don't worry about the order - you can repeat categories

Content

Now start making content notes in the boxes - what do you want to share in each category this month?

Format

From your content notes - does a format come to mind? Would that content be better shared as photo + text, video, short form, do you need to include a link?

Platforms

From this - identify the best platforms to share on, list your platforms on the left, then tick the relevant boxes in the table for each post.

Finally

Assign those posting dates! Check your schedule and work out what makes sense e.g. don't plan to post a video before you've had chance to make it, or align something with a significant date this month.

Example Planner

Actual month I planned!

October 2025		POSTING DATES • TOE 7 th 14 th 21 st 28 th • FRI 3 rd 10 th 17 th 24 th 31 st		
<p>MONTHLY CONTENT PLANNER</p> <hr/> <p>Platforms</p> <p><input checked="" type="checkbox"/> FB</p> <p><input checked="" type="checkbox"/> IG</p> <p><input checked="" type="checkbox"/> Threads</p> <p><input checked="" type="checkbox"/> Bluesky</p> <p><input checked="" type="checkbox"/> Youtube</p> <p><input checked="" type="checkbox"/> Mailer - 21st</p>	<p><u>Informative</u></p> <p>Mission Statement Part 1 + season photos</p> <p><input checked="" type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input type="checkbox"/> graphic <input checked="" type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread</p>	<p>Post: 17th</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p><u>Seasonal</u></p> <p>Spooky season - who would survive ring characters</p> <p><input checked="" type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input type="checkbox"/> graphic <input checked="" type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread</p>	<p>Post: 31st</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>
	<p><u>Thought-provoking</u></p> <p>lecture video Steinberg</p> <p><input type="checkbox"/> photo <input type="checkbox"/> reel <input checked="" type="checkbox"/> video <input type="checkbox"/> graphic <input type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread</p>	<p>Post: 7th</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p><u>Season Advert</u></p> <p>N/A</p> <p><input type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input type="checkbox"/> graphic <input type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread</p>	<p>Post: / (14th)</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>
	<p><u>Success Highlight</u></p> <p>Biggest season yet → prof pic → cover photo</p> <p><input checked="" type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input checked="" type="checkbox"/> graphic <input checked="" type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread</p>	<p>Post: 3rd</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p><u>Resources</u></p> <p>Merch shop season posters</p> <p><input checked="" type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input type="checkbox"/> graphic <input checked="" type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread + link</p>	<p>Post: 28th</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>
	<p><u>Memes</u></p> <p>Hagen's meme You get a stab</p> <p><input type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input checked="" type="checkbox"/> graphic <input checked="" type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread</p>	<p>Post: 10th</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>	<p><u>Ticket sales</u></p> <p>Donation campaign - Give us your gold!</p> <p><input type="checkbox"/> photo <input type="checkbox"/> reel <input type="checkbox"/> video <input type="checkbox"/> graphic <input checked="" type="checkbox"/> caption <input type="checkbox"/> long text <input type="checkbox"/> thread + link</p>	<p>Post: 24th</p> <p><input checked="" type="checkbox"/> <input checked="" type="checkbox"/></p>

Adaptable

This company also has a monthly email drop, so I use the same planner to plan content for the email!

October 2025

POSTING DATES

- TOE 7th 14th 21st 28th
- FRI 3rd 10th 17th 24th 31st

MONTHLY CONTENT PLANNER

Platforms

FB

IG

Threads

Blue sky

Youtube

Mailer - 21st

Informative

Mission Statement
Part 1 + Season photos

photo reel video graphic
 caption long text thread



Post:
17th



Seasonal

Spooky season -
Who would survive
ring characters

photo reel video graphic
 caption long text thread



Post:
31st



Thought-provoking

Lecture video
Steinberg

photo reel video graphic
 caption long text thread



Post:
7th



Season Advert

N/A

photo reel video graphic
 caption long text thread



Post:
/ (14th)



Success Highlight

Biggest season yet
→ prof pic
→ cover photo

photo reel video graphic
 caption long text thread



Post:
3rd



Resources

Merch shop season
posters

photo reel video graphic
 caption long text thread + link



Post:
28th



Memes

Hagen's meme
You get a stab

photo reel video graphic
 caption long text thread



Post:
10th



Ticket sales

Donation campaign
- Give us your gold.

photo reel video graphic
 caption long text thread + link



Post:
24th



