

Monthly Social Media

Planning Template

For Vacation Rental Businesses

Template Dashboard



1 Define Your Goals

Write down 2 to 4 big-picture goals that your social media should support.



2 Match Goals to Post Types

Choose 2 to 4 post types that best fit each goal.



3 Plan Your Calendar

Create your calendar template using a balanced mix of post types.



4 Populate Your Posts

Use your calendar template to fill in each post in the tool that works best for you.



5 Track Results

Check analytics and use these insights to refine next month's calendar.

Conclusion

Resources

"Everyone ends up somewhere. Few people end up somewhere on purpose."

— Craig Groeschel

Step 1



1 Define Your Goals

Write down 2 to 4 big-picture goals that your social media should support.

Example:

1. Increase brand awareness.
2. Build trust with potential guests.
3. Drive more direct bookings.
4. Showcase unique properties.

Your Big-Picture Goals:

1. _____
2. _____
3. _____
4. _____

Step 2



2 Match Goals to Post Types

Choose 2 to 4 post types that best fit each goal.

Example:

Goals:	Post Types:
Increase Brand Awareness	Highlight a property, share local attractions, fun/relevant polls or quizzes, behind-the-scenes content
Build trust with guests	Share guest testimonials, "meet the team" posts, safety or cleaning protocols, stories about your property
Drive more direct bookings	Promote special offers, showcase availability, highlight last-minute openings
Showcase properties	Property spotlight posts, video tours, photos of standout features

Your Ideas:

Goals:	Post Types:

Step 2 – Resource

Blog: Maximizing Your Post Types

As you **align your social media post types with your business goals**, the blog below is a great resource for **inspiration**. It covers **top-performing content** for vacation rental businesses—from **guest testimonials** and **local attractions** to **seasonal updates** and **engagement strategies**—helping you select posts that **resonate with your audience** and **support your objectives**.

Check it out:



Social Media Content Ideas: Vacation Rental Edition

Creating engaging social media content is key for vacation rentals. Here are some top-performing ideas and tips:

Step 3



3 Plan Your Calendar

Create your calendar template using a balanced mix of post types.

Now that you know your goals and post types, it's time to map out your month. **Assign post types to specific days so each goal is represented throughout the month.**

Important: Use your preferred tool to map this out (Google Sheets, Trello, Meta Business Suite, etc.). This calendar will serve as your reference when filling in the actual posts in the next step.

Example:

DAY:	POSTS:
MON	Property Highlight (Showcase Properties)
TUE	Local Attraction (Increase Brand Awareness)
WED	Guest Testimonial (Build Trust)
THU	Amenity Highlight (Showcase Properties)
FRI	Promotion (Drive Direct Bookings)
SAT	Share Guest Experience (Build Trust)

Tip: Stay consistent, balanced, and flexible

Decide how much you want to post (2–3x can be effective—just be consistent), **balance promotional and engaging content**, and **leave room for flexibility**—this is your planning framework, not a final draft.

Step 4



4 Populate Your Posts

Use your calendar template to fill in each post in the tool that works best for you.

Time to bring your calendar to life! Now that your calendar is mapped out with several types of posts that are aligned with your goals, you can:

Use it as a flexible guide to create posts day by day; or fill in each post in advance for maximum efficiency.

Take your template and add captions, images, or ideas for each post.

EXAMPLE:

Monthly Template

MON

Property Highlight (Showcase Properties)



Specific Post

MON

Lakeside Haven: Carousel post
Caption Idea: Showcase the property's best features, amenities, and unique appeal.

Important: Just like you mapped out your calendar template in a tool, now fill in your actual posts in the tool you'll manage them with (Google Sheets, Trello, Meta Business Suite, etc.)

Step 5



5 Track Results

Check analytics and use these insights to refine next month's calendar.

After posting, **track your results** to see what resonates with your audience. Look at **engagement, clicks, and other analytics** to understand which post types and captions **work best**. Use these insights to refine next month's calendar—**small tweaks can have a big impact over time**.

Track Results



Tip: Don't get overwhelmed

Focus on one or two key metrics each month to keep optimization manageable and actionable.

Conclusion

Conclusion: Putting It All Into Practice

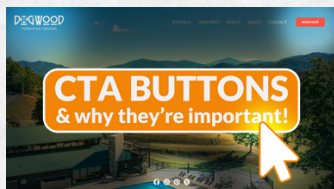
- Keep visuals and captions aligned with your goals.
- Experiment with different post types—your audience's response will guide you.
- Consistency beats perfection—regular posting builds trust and keeps your audience engaged.
- This template is designed to evolve with you—update it monthly to see what works, refine your strategy, and keep your content fresh.

Use this template each month to stay organized, save time, and grow your social media presence with purpose.

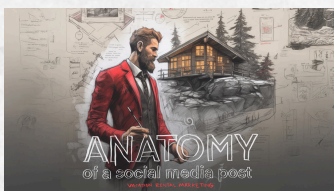
More Resources



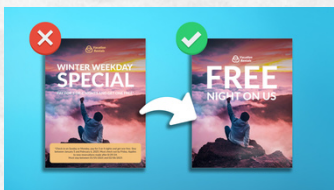
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[What is a CTA Button and why is it important?](#)



[How to Start Posting on Social Media for Your Vacation Rental Business](#)



[The Role of Social Media Graphics in Vacation Rental Marketing](#)



[The 4 Steps You Need To Get Started On Social Media](#)

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We'd love to review your online presence for free. We'll look it over with fresh eyes, share what's working, what's not, and provide tips to help you get more bookings.

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