YYYY – Month

Specialty labels: *If you use specialty folders as demonstrated in the tutorial for this document, keep those folder names handy, here. Copy them, as needed, into a post's record.*

Delete these notes when your document is complete

- Red text = items that (a) must be finalized before a post's record is complete OR (b) instructions to delete after following them.
- Don't forget to COPY your template to a new page and fill in the **copy**! (Guess why Kathie put this in here? 😊) Note: neither this document nor the video tutorial includes instructions for using MSWord ® . The PDF copy of this file shows how the template should look, but you may need to make adjustments to the Word copy on your word processor.
- Kathie suggests saving every 15 minutes, but giving each 'save' a slightly different name. Think of it this way: if your document is trashed (!), how much work do you want to re*think*? You can grab a copy from 15 minutes ago and update from there.

  Kathie places the save date and time in her filenames. Example:

  Soc Med Tracker – 08-Aug-2026 saved 08-12 AM 1030

  You could also use

  Aug – 1 , Aug – 2, etc. Whatever works for you.

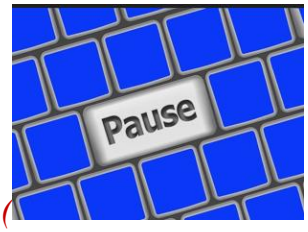
PLEASE:

Keep this original document for reference.

Save a copy to use as *your* original template.
Update *your* copy as you see fit and to work best for your situation.

Have fun!

(Example) COMPLETED RECORD

MONTHLY Guest: Belinda Weaver (Make the most of 'Pause')  *Non-Overwhelm* **LI**: 3 reactions, 2 comments	PIN, **06-16**, to Peace …' 4:04 p.m.; Link added. (Mon) LI, **06-12**, 2:03 p.m. Link added. (Thu) FB, **06-11**, 1:05 p.m. Link added. (Wed) **Title** (PIN, only): **"Ain't I been sayin'??"** 😊 **Description:** Today, I share a golden nugget of wisdom from copy coach Belinda Weaver (of Copywrite Matters). As we head into the dog days of summer or the doldrums of winter (depending on our hemisphere 😉), let's follow Belinda's advice to pause and congratulate ourselves on a 'win' or three. Enjoy, and please come back to encourage us with *your* story! **Link**: https://kathieyork.com/qw31-make-the-most-of-pause/

Soc. Med. Tracking Template

(***Copy*** this entire template block of text to a new page for *each* record you create!)

< Thumbnail copy of graphic > < *Specialty label(s)*> Canva copy added to: ☐ Quarter's folder ☐ Specialty folder(s) RESULTS: **PIN**: ___ clicks, __ saves, __outbound clicks **LI**: ___ reactions, __ comments, __reposts **FB**: __ likes, __ comments, __ shares	(Date) Tuesday, November 4 @ 11:03 a.m. (Kathie sends all on the same day/time, though this is *not* recommended by social media platforms.) Add *your* current 'best' available days/times to post to each social media platform you use. This keeps critical info **in every copy** you make of this form and speeds up your work here.) (Although it's not recommended, Kathie focuses *only* on the best day/time for LinkedIn [thus, the info at the top of this column]. If you use different days/times recommended by the platforms, add that info here for each item.) schedule PIN, to '_<board name>_' ; link added. schedule LI, link added. schedule FB, link added. **Title** (PIN, only): _____ **Description:** 493 character limit for PIN **Link**: (Kathie suggests always supplying your website address here unless you're sending readers somewhere else [to an article, a resource for them to print, etc.].)

