

FREE TEMPLATE

The 90-Day Instagram Posting Calendar

Print it, pin it, and plan your next three months of posts — built on the best posting times for 2026.

-
- ✓ A one-page best-times cheat sheet to keep by your desk
-
- ✓ A fill-in 90-day calendar with times & formats pre-planned
-
- ✓ A simple monthly review loop so you keep improving

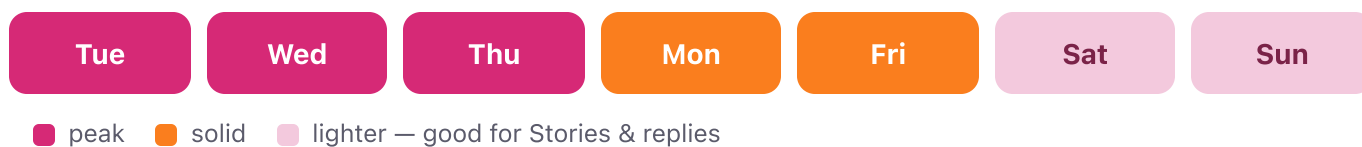
Best-times cheat sheet

Times are US Eastern (ET). Shift them to wherever most of your audience actually is — then keep the relative pattern.

BEST WINDOWS BY FORMAT

Format	Best windows (ET)	Why
Reels	Weekdays 6–9 PM · plus 9 AM	Evening scroll time; reach extends for hours after posting
Carousels	Weekdays 10 AM–1 PM	Saved & revisited during work-day breaks
Stories	7–9 AM · 12 PM · 8 PM	Catch people at wake-up, lunch, and wind-down

STRONGEST DAYS



TIMES TO AVOID

- Late night **11 PM – 5 AM** — feeds are quiet, reach stalls
- Early afternoon **3–4 PM** dead zone on weekdays
- Don't post just to hit a slot — a great post late beats a weak post on time

Every industry shifts a little. See the full interactive heatmap and per-industry times at leadmore.ai/best-time-to-post-on-instagram.

Month 1 — Build the base

Lock a sustainable rhythm. Pick one content pillar and ship consistently.

THIS MONTH'S THEME

FOLLOWER GOAL

ENGAGEMENT GOAL

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
Wk 1	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____
Wk 2	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____
Wk 3	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____
Wk 4	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____

Month-end review — what worked, what to change next month:

Month 2 — Raise output

Add a second pillar. Double down on the post types that performed.

THIS MONTH'S THEME

FOLLOWER GOAL

ENGAGEMENT GOAL

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
Wk 1	<i>Rest / engage</i> Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	<i>Rest / engage</i> Topic: _____
Wk 2	<i>Rest / engage</i> Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	<i>Rest / engage</i> Topic: _____
Wk 3	<i>Rest / engage</i> Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	<i>Rest / engage</i> Topic: _____
Wk 4	<i>Rest / engage</i> Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	<i>Rest / engage</i> Topic: _____

Month-end review — what worked, what to change next month:

Month 3 — Bet on winners

Re-make your best posts in new formats. Drop what under-performed.

THIS MONTH'S THEME

FOLLOWER GOAL

ENGAGEMENT GOAL

WEEK	MON	TUE	WED	THU	FRI	SAT	SUN
Wk 1	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____
Wk 2	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____
Wk 3	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____
Wk 4	Rest / engage Topic: _____	11:00 AM ET Carousel Topic: _____	7:00 PM ET Reel Topic: _____	12:00 PM ET Carousel Topic: _____	6:00 PM ET Reel Topic: _____	10:00 AM ET Story set Topic: _____	Rest / engage Topic: _____

Month-end review — what worked, what to change next month:

How to use this calendar

- 1 Set your rhythm.** The template pre-plans four posts a week plus a weekend Story set. Keep it, or trim to what you can sustain — consistency beats volume.
- 2 Fill the topic lines.** Each slot already has the best time and format. You just decide *what* to post — write a one-line topic in each cell.
- 3 Post on time, in your timezone.** The times are ET; move them to your audience's timezone and hold the pattern.
- 4 Review monthly.** Use the bottom row each month to note what worked, then let Month 2 and Month 3 lean into your winners.

Plan, post, and grow — without the spreadsheet

Leadmore AI helps you plan, schedule, and grow across social media, so your calendar runs itself. Start free.

leadmore.ai