

SOCIAL MEDIA CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 BRAND STORY "OUR JOURNEY BEGINS WITH [BRAND STORY]."	02 EDUCATION SHARE THE TOP APPS/TOOLS/WEBSITES THAT YOU USE FOR DIFFERENT AREAS OF YOUR BUSINESS	03 CONNECTION SHOWCASE A BEHIND-THE-SCENES LOOK AT THE BRAND'S DAILY OPERATIONS.	04 CONVERSATION SHARE A TESTIMONIAL OR REVIEW FROM A SATISFIED CUSTOMER.	05 PROMOTION RE-INTRODUCE YOUR BUSINESS. LET YOUR FOLLOWERS KNOW WHAT YOU DO, WHY YOU DO IT, AND WHO YOU HELP.	06 CONVERSATION CREATE AN "ASK ME ANYTHING" POST WHERE YOUR FOLLOWERS CAN TELL YOU THEIR CURRENT PROBLEMS AND QUESTIONS.	07 CONNECTION SHARE THE STORY BEHIND WHY YOU STARTED YOUR BUSINESS AND WHAT IT MEANS TO YOU.
08 INSPIRATION PROVIDE A SNAPSHOT OF WHAT YOUR WEEKENDS LOOK LIKE BY SHARING A PHOTO OR STORY.	09 MOTIVATION SHARE A MOTIVATIONAL OR INSPIRING QUOTE THAT HELPS YOU BE A STRONG COMMUNICATOR IN YOUR BUSINESS.	10 EDUCATION SHARE SOMETHING NEW THAT'S HAPPENING WITHIN YOUR INDUSTRY	11 PROMOTION SHARE THE STEPS YOU TOOK TO GET TO BEING AN EXPERT IN YOUR INDUSTRY.	12 CONVERSATION SHOW OFF YOUR COMPANY CULTURE WITH AN IMAGE OR ARTICLE THAT HIGHLIGHTS WHAT YOUR BUSINESS IS ALL ABOUT.	13 CONNECTION REPOST OR SHARE SOME CONTENT FROM ANOTHER CREATOR IN YOUR INDUSTRY. MAKE SURE YOU GIVE THEM FULL CREDIT FOR THE POST!	14 MOTIVATION SHARE A RELEVANT MEME/GIF/JOKE ABOUT SOMETHING RELATABLE TO YOUR INDUSTRY.
15 INSPIRATION SHARE YOUR WISH LIST FOR THE REST OF THE MONTH: WHAT YOU WOULD LIKE TO ACHIEVE, WHAT YOU WOULD LIKE TO GET, ETC.	16 EDUCATION SHARE A MISTAKE YOU TYPICALLY SEE YOUR CUSTOMERS OR COMPETITORS MAKE.	17 PROMOTION SHARE AN EXAMPLE OR CASE STUDY OF A SUCCESS YOU HAD WITH A RECENT CLIENT.	18 CONNECTION TELL THE STORY OF A RECENT CHALLENGE YOU FACED IN YOUR BUSINESS AND HOW YOU OVERCAME IT.	19 CONNECTION SHARE SOME OTHER SOCIAL MEDIA PLATFORMS YOU USE AND HOW YOUR AUDIENCE CAN CONNECT WITH YOU THERE.	20 CONVERSATION MAKE A POLL TO TEST NEW IDEAS WITH YOUR AUDIENCE	21 EDUCATION POST AN INFOGRAPHIC WITH HELPFUL TIPS OR INFORMATION FOR YOUR AUDIENCE
22 PROMOTION SHARE A SNEAK PEEK/SAMPLE OF AN UPCOMING OR CURRENT PRODUCT OR SERVICE YOU HAVE.	23 CONNECTION SHARE A HIGHLIGHT FROM LAST WEEK AND REFLECT ON IT (WHAT DID YOU LEARN, WHY IT HAPPENED, ETC.)	24 INSPIRATION SHARE A STORY ABOUT A PERSON YOU ADMIRE OR FIND INSPIRING	25 EDUCATION TURN SOME OF THE "FREQUENTLY ASKED QUESTIONS" YOU GET FROM YOUR AUDIENCE INTO A POST.	26 MOTIVATION SHARE A MOTIVATIONAL QUOTE THAT IS GETTING YOU THROUGH THE MONTH AND THE NEW YEAR SO FAR.	27 PROMOTION SHARE AN EXAMPLE OR CASE STUDY OF A SUCCESS YOU HAD WITH A RECENT CLIENT.	28 INSPIRATION RECAP OF THE MONTH'S HIGHLIGHTS.

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<p>01 CONVERSATION INTRODUCE A MONTHLY CHALLENGE OR THEME. "THIS MONTH, WE'RE ALL ABOUT [THEME]. JOIN US AND LET'S MAKE IT MEMORABLE!"</p>	<p>02 EDUCATION COMMENT ON SOME CURRENT TRENDS YOU ARE ALREADY SEEING FOR 2022 IN YOUR INDUSTRY.</p>	<p>03 MOTIVATION SHARE A MANTRA / AFFIRMATIONS YOU SAY TO KEEP YOU MOTIVATED</p>	<p>04 CONVERSATION ADDRESS A CURRENT ISSUE OR UPDATE IN YOUR INDUSTRY, GIVE YOUR THOUGHTS ON IT, AND ASK YOUR AUDIENCE TO SHARE THEIRS TOO.</p>	<p>05 PROMOTION TELL A STORY ABOUT YOUR TOP-SELLING PRODUCT OR SERVICE</p>	<p>06 CONVERSATION ASK YOUR AUDIENCE WHAT VALUES THEY LOOK FOR IN A BUSINESS AND SHARE YOUR OWN ANSWER TOO.</p>	<p>07 CONNECTION SHARE A PRODUCT OR SERVICE YOU LOVE AND YOUR AUDIENCE WILL BENEFIT FROM</p>
<p>08 MOTIVATION SHARE A RELEVANT MEME/GIF/JOKE/QUOTE ABOUT SOMETHING RELATABLE TO YOUR INDUSTRY.</p>	<p>09 CONVERSATION SHARE A BREAKDOWN OF YOUR MONDAY ROUTINE AND HOW YOU MANAGE YOUR TIME AT THE START OF A NEW WEEK.</p>	<p>10 EDUCATION INTERVIEW AN EXPERT OR INFLUENCER IN YOUR NICHE AND SHARE THE VIDEO AS A POST.</p>	<p>11 PROMOTION CREATE A DAY IN THE LIFE POST</p>	<p>12 CONVERSATION 'WOULD YOU RATHER...': CREATE A POST ASKING YOUR SUBSCRIBERS ABOUT SOMETHING THEY PREFER</p>	<p>13 CONNECTION SHARE A THROWBACK PHOTO TO THIS TIME LAST YEAR AND WHAT YOU WERE DOING FOR YOUR BUSINESS.</p>	<p>14 INSPIRATION SHARE SOME VIDEO OR A PHOTO THAT IS INSPIRING YOU AT THE MOMENT. MAKE SURE TO GIVE CREDIT.</p>
<p>15 CONVERSATION ASK YOUR AUDIENCE TO SHARE THE TOOLS/BOOKS/APPS THEY CAN'T LIVE WITHOUT FOR THEIR BUSINESS.</p>	<p>16 CONNECTION POST PHOTOS FROM SOME OF YOUR FAN'S PROFILES WHERE THEY'RE USING YOUR BRAND.</p>	<p>17 EDUCATION SHARE YOUR FAVORITE TIP THAT HAS BEEN HELPING YOU SUCCEED IN YOUR INDUSTRY THIS MONTH.</p>	<p>18 PROMOTION VIDEO OF UNBOXING YOUR PRODUCT</p>	<p>19 CONVERSATION CAPTION REQUEST. POST A VIDEO OR PHOTO ASKING YOUR FOLLOWERS TO CREATE THEIR OWN CAPTION</p>	<p>20 CONNECTION SHOUT OUT THE OTHER ACCOUNTS OR CREATORS WHO HAVE SUPPORTED OR INSPIRED YOU THIS YEAR SO FAR AND TAG THEM IN THE POST.</p>	<p>21 MOTIVATION SHARE A PHOTO OR A TIP FOR SOMETHING THAT IS ESSENTIAL FOR YOU TO DO ON YOUR WEEKENDS IN ORDER TO REST AND RECHARGE.</p>
<p>22 PROMOTION EVERYONE LOVES A GOOD SNEAK PEEK OF WHAT HAPPENS IN AN OFFICE.</p>	<p>23 CONVERSATION</p>	<p>24 EDUCATION</p>	<p>25 PROMOTION TIME-LAPSE OF A YOU CREATING A FLAT LAY OF YOUR PRODUCT / OR WORKING AT THE COMPUTER ON THE BACKEND.</p>	<p>26 CONNECTION</p>	<p>27 CONVERSATION DO A ROUNDUP OF YOUR MONTH. COMPANY WINS & LOSSES</p>	<p>28 CONNECTION SHARE THE BEST COMMUNITY POSTS OR HIGHLIGHTS FROM THE MONTHLY CHALLENGE.</p>

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01 EDUCATION WRITE A REVIEW OR SUMMARY OF A RECENT BOOK, ARTICLE, OR PODCAST YOU CONSUMED (GIVE FULL CREDIT TO THE CREATOR)	02 INSPIRATION SHARE A PHOTO OF SOMETHING IN YOUR OFFICE THAT INSPIRES YOU AND EXPLAIN WHY.	03 CONVERSATION REFLECT ON HOW THIS YEAR HAS BEEN SIMILAR OR DIFFERENT FROM LAST YEAR SO FAR AND ASK YOUR AUDIENCE TO SHARE THEIR THOUGHTS TOO.	04 CONNECTION POST A VIDEO OF YOUR FAVORITE COFFEE/TEA OR MORNING BEVERAGE	05 PROMOTION RUN A CONTEST AND ENCOURAGE YOUR AUDIENCE TO SHARE YOUR CONTENT WITH OTHERS OR CREATE A SPECIFIC POST ON SOCIAL MEDIA	06 CONVERSATION	07 EDUCATION
08 PROMOTION	09 EDUJCATION	10 CONNECTION SHARE CHANGES YOU'VE MADE IN YOUR BUSINESS	11 INSPIRATION	12 CONNECTION BEFORE & AFTER EXAMPLE YOUR WEBSITE THEN / NOW - FOLLOWERS THEN / NOW	13 CONVERSATION	14 EDUCATION
15 PROMOTION HAVE 2 PRODUCTS / SERVICES THAT ARE SIMILAR OR WANT TO KNOW THEIR FAV. ASK YOUR AUDIENCE THIS OR THAT?	16 EDUCATION	17 INSPIRATION	18 INSPIRATION	19 EDUCATION RECYCLE AN OLDER POST OF YOURS THAT PERFORMED WELL, BUT GIVE IT NEW IMAGES/GRAPHICS.	20 PROMOTION	21 CONNECTION
22 EDUCATION EXPLAIN HOW YOU PREPARE FOR THE DAY OR WEEK	23 CONVERSATION	24 MOTIVATION	25 PROMOTION	26 CONNECTION AS YOUR AUDIENCE GROWS ON SOCIAL MEDIA, REINTRODUCE YOURSELF AND YOUR BUSINESS	27 CONVERSATION	28 MOTIVATION POST SOME HIGHLIGHTS FROM THE MONTH AND ASK YOUR AUDIENCE ABOUT THEIR MONTH.

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