

S O C I A L M E D I A C O N T E N T

P L A N N E R

2 P O S T S P E R D A Y
G E N E R I C C O N T E N T I D E A S F O R
S M A L L B U S I N E S S



Welcome!

Lets be honest Posting on Social Media for your business is A LOT !

The constant post ideas, coming up with new concepts - taking photos, videos what works what doesn't what will stop the scroll , and what will land with your Audience.

This planner is a general posting planner that you can apply to pretty much any business.

Take these ideas for 30 days and apply your own secret sauce to make them your own.

Enjoy

Kate XX



MONTH

Goal

Action Plan

Date

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Grateful For

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To Improve

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Notes

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Content Planner Day 1-6

Day 1:

- * Morning: Introduce your business and what it offers. Include a captivating image or video.
- * Afternoon: Share a customer testimonial or review. Highlight positive experiences with your product/service.

Day 2:

- * Morning: Share a behind-the-scenes photo or video of your team working.
- * Afternoon: Post a quick tip or hack related to your industry or product.

Day 3:

- * Morning: Share a blog post or article relevant to your audience's interests.
- * Afternoon: Pose a question to your audience to encourage engagement. It could be related to your industry or a fun, light-hearted question.

Day 4:

- * Morning: Share a product demonstration or tutorial video. (How To)
- * Afternoon: Share a quote related to your industry or business values.

Day 5:

- * Morning: Share a user-generated content (UGC) post. Repost a photo or video from a satisfied customer or fan.
- * Afternoon: Share a poll or survey to gather feedback from your audience.

Day 6:

- * Morning: Share a fun fact or trivia related to your industry.
- * Afternoon: Highlight a current promotion, discount, or special offer.



Content Planner Day 7-12

Day 7:

- * Morning: Share a #ThrowbackThursday post featuring a milestone or memorable moment for your business.
- * Afternoon: Share a relevant meme or gif to entertain your audience.

Day 8:

- * Morning: Introduce your team members individually with a short bio and photo.
- * Afternoon: Share a relevant infographic or visual statistic.

Day 9:

- * Morning: Share a customer success story. Highlight how your product/service solved a problem for them.
- * Afternoon: Share a teaser for an upcoming product launch or event or highlight existing product or service

Day 10:

- * Morning: Share a video testimonial from a satisfied customer.
- * Afternoon: Share a "Did You Know?" post related to your industry or product.

Day 11:

- * Morning: Share a blog post or article written by yourself or one of your team.
- * Afternoon: Share a meme or joke/fun post related to your industry.

Day 12:

- * Morning: Share a before-and-after photo or case study showcasing the results of using your product/service.
- * Afternoon: Share a customer appreciation post, thanking your followers for their support.



Content Planner Day 13- 18

Day 13:

- * Morning: Share a video answering frequently asked questions about your business or industry.
- * Afternoon: Share a relevant quote or tip from one of your team members.

Day 14:

- * Morning: Share a sneak peek of a new product or service in development, or highlight what's amazing about your existing product or service.
- * Afternoon: Share a throwback photo of your business's early days, or introduce where the concept for your business came from.

Day 15:

- * Morning: Share a user-generated content (UGC) post. Repost a photo or video from a satisfied customer or fan.
- * Afternoon: Share a poll or survey to gather feedback from your audience or advertise availabilities/ open appointments.

Day 16:

- * Morning: Share a fun fact or trivia related to your industry.
- * Afternoon: Highlight a current promotion, discount, or special offer.

Day 17:

- * Morning: Share a #ThrowbackThursday post featuring a milestone or memorable moment for your business.
- * Afternoon: Share a relevant meme or gif to entertain your audience.

Day 18:

- * Morning: Introduce yourself or a team members individually with a short bio and photo.
- * Afternoon: Share a relevant infographic or visual statistic.



Content Planner Day 19-24

Day 19:

- * Morning: Share a customer success story. Highlight how your product/service solved a problem for them.
- * Afternoon: Share a teaser for an upcoming product launch or event , or share your product or service "what people love about "

Day 20:

- * Morning: Share a video testimonial from a satisfied customer, or a positive story about an interaction with a client.
- * Afternoon: Share a "Did You Know?" post related to your industry or product.

Day 21:

- * Morning: Share a blog post, podcast or article written by your team.
- * Afternoon: Share a meme or joke related to your industry.

Day 22:

- * Morning: Share a before-and-after photo or case study showcasing the results of using your product/service.
- * Afternoon: Share a customer appreciation post, thanking your followers for their support.

Day 23:

- * Morning: Share a video answering frequently asked questions about your business or industry.
- * Afternoon: Share a relevant quote or tip from one of your team members.

Day 24:

- * Morning: Share a sneak peek of a new product or service in development.
- * Afternoon: Share a throwback photo of your business's early days.



Content Planner Day 25-30

Day 25:

- * Morning: Share a user-generated content (UGC) post. Repost a photo or video from a satisfied customer or fan.
- * Afternoon: Try going LIVE and introduce yourself

Day 26:

- * Morning: Share a fun fact or trivia related to your industry.
- * Afternoon: share a video of you speaking about your product or service.

Day 27:

- * Morning: Share a #ThrowbackThursday post featuring a milestone or memorable moment for your business.
- * Afternoon: Share a relevant meme or gif to entertain your audience.

Day 28:

- * Morning: Introduce your product or service in a short video and WHY you started your business
- * Afternoon: Share a relevant infographic or visual statistic.

Day 29:

- * Morning: in a recorded video or live Share a customer success story. Highlight how your product/service solved a problem for them.
- * Afternoon: Share a teaser for an upcoming product launch or event.

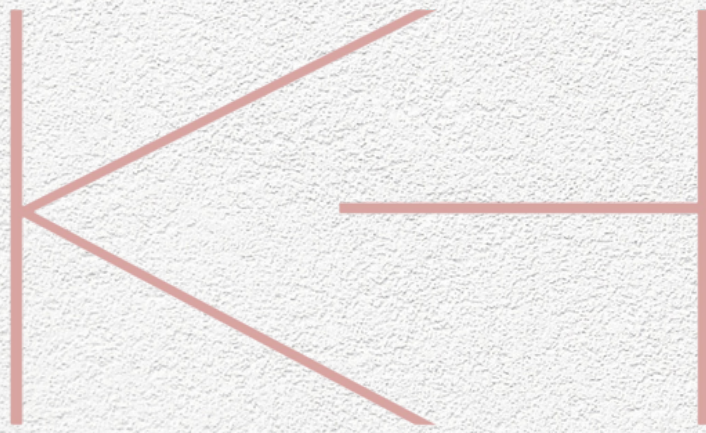
Day 30:

- * Morning: Share a video testimonial from a satisfied customer.
- * Afternoon: Share a "Did You Know?" post related to your industry or product.



I would Love to see your
results





30 DAY CONTENT PLANNER

PLANNER