



*30-day Social Media Calendar Ideas*

# Types of content to share:

## A MOTIVATIONAL QUOTE

Create a graphic with your logo

## VIDEO

Short hello, a tip video or a training video

## ARTICLES

Share relevant industry news & info

## LIST-BUILDING

Share a Freebie or an offer that gets people to subscribe

## OTHER CONTENT

Share other people's content

## PROVIDE TRAINING

Share your expertise in a training video or host a live training session

## ASK A QUESTION OF YOUR AUDIENCE

Ask for feedback, answer FAQ's or ask your fans questions

## DISCOUNT OR PROMOTION

Share a discount or fan-only offer  
Share a blog post or piece of content  
Share a product or service you sell

## SHARE A FREE RESOURCE

Offer a free download or printable

## QUALITY GRAPHIC

Share custom graphics or an infographic

## TEXT QUOTE

Share your favourite short inspirational or motivational quote

## TESTIMONIAL QUOTE

Share reviews or testimonials from satisfied customers

## PERSONAL

Be social, share about you & your life, have some fun

## STORYTIME

Tell or share a story to inspire others

## BEHIND THE SCENES PHOTO

A picture of you, your work-station, or you at an event

## #TBT - THROWBACK THURSDAY

Share an old picture, talk about your journey

## HELPFUL TIP

Strategies, quick tricks or a simple tip to make life easier

## A HOLIDAY POST

Pick one that you enjoy from the long list of local and international holidays to share

## READING LIST

Share what you are reading

## SHOW WHO YOU ARE

Share a 'day-in-the-life' post and tell followers what you are up to

## SHARE YOUR PROCESS

Answer a customer's question

## SHOWCASE

Highlight a new product or service

## LONG POST OR STORY

Link to a new post or longer story

## CONTEST OR GIVEAWAY

Share an item from you shop or give some of you time for free

## BREAKING NEWS

Share exciting business news, e.g. a new product launch

## SHARE AN INTERESTING STATISTIC

Look at your industry and find something relevant

## 'THIS OR THAT' QUESTION

Compare two items or ideas to get followers' input

## INDUSTRY ARTICLE

What is trending right now that can help your followers?

## COMIC OR MEME

Have some fun on the weekends

## SHARE AN EYE-CATCHING PHOTO

Share a detail from the city you live in, nature or otherwise

## GET FEEDBACK

Take a poll to get some real information from your buyers

## GIVE A SHOUT-OUT

Highlight a biz-friend's page

## FUN FACT

What is quirky and unique to your industry?

## RECOMMEND A HELPFUL TOOL

What do you use to make life easier?

## A WEEKLY ROUNDUP OF INTERESTING ARTICLES

Make a list of the articles that have helped you this week

## SHOW SOME LOVE

Share a fan photo

## SHOW YOUR STORY

Take new product pictures regularly and show off you products

## GIVE THANKS!

Thank your fans and followers for their loyalty

# 30-day Social Media Calendar Ideas

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
<b>A MOTIVATIONAL QUOTE</b> Create a graphic with your logo	<b>VIDEO</b> Short hello, a tip video or a training video	<b>ARTICLES</b> Share relevant industry news & info	<b>LIST-BUILDING</b> Share a Freebie or an offer that gets people to subscribe	<b>PROVIDE TRAINING</b> Share your expertise in a short training video or host a live training session
<b>DISCOUNT OR PROMOTION</b> Share a discount or fan-only offer Share a blog post or piece of content Share a product or service you sell	<b>SHARE A FREE RESOURCE</b> Offer a free download or printable	<b>QUALITY GRAPHIC</b> Share custom graphics or an infographic	<b>TEXT QUOTE</b> Share your favourite short inspirational or motivational quote	<b>TESTIMONIAL QUOTE</b> Share reviews or testimonials from satisfied customers
<b>PERSONAL</b> Be social, share about you & your life, have some fun	<b>STORYTIME</b> Tell or share a story to inspire others	<b>BEHIND THE SCENES</b> A picture of you, your work-station, or you at an event	<b>#TBT</b> "Throwback Thursday" Share an old picture and talk about your journey	<b>HELPFUL TIP</b> Strategies, quick tricks or a simple tip to make life easier
<b>OTHER CONTENT</b> Share other people's content	<b>ASK A QUESTION OF YOUR AUDIENCE</b> Ask for feedback, answer FAQ's or ask your fans questions	<b>READING LIST</b> Share what you are reading	<b>SHARE YOUR PROCESS</b> Answer a customer's question	<b>SHOW SOME NUMBERS</b> Share an interesting statistic
<b>GIVE A SHOUT-OUT</b> Highlight a biz-friend's page	<b>BE HELPFUL</b> Recommend a helpful tool	<b>SHOW SOME LOVE</b> Share a fan photo	<b>SHOW YOUR STORY</b> Product pictures	<b>GIVE THANKS!</b> Thank your fans
<b>HOLIDAY POST</b> Pick one that you enjoy from the long list of local and international holidays to share	<b>SHOWCASE</b> Highlight a new product or service	<b>CONTEST OR GIVEAWAY</b> Share an item from you shop or give some of your time for free	<b>GET FEEDBACK</b> Take a poll to get some real information from your buyers	<b>SHOW WHO YOU ARE</b> Share a 'day-in-the-life' post and tell followers what you are up to

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