

# CONTENT CALENDAR/IDEAS

Tips: Use emojis, try to ask genuine questions at the end of some of your posts. Engagement is always the goal, not only in the 'engage' posts. You can include photos with any/all of these. They don't have to necessarily be relevant to the post topic if you don't have one. A photo of you or what you're working is okay. All Post ideas and Story ideas can be interchanged.

**Business/Self Promotion**—These are typically the only type followed by a link as the CTA (Call to Action) and should be used more sparingly.

Posts

Promote your product/service/freebie. CTA: New product alert! Link to your product/service/freebie

Discuss the pain points you notice within your industry. CTA: Share a link to one of your product/service/freebie that solves one of those pain points.

Stories

Share a new product you're working on. Ask what others think of it. And include a Swipe Up link or send to your link in bio. Pro tip: include your @handle in the description so your followers can quickly go to your profile and link without thinking about it.

**Profession/Social Proof**—These are reviews, testimonials, #humblebrags, behind the scenes of your biz.

Posts

Did someone have something nice to say about your product or service? Ask if you can quote them. Screenshot their review/post/comment. If you can't get their permission, blur out their name. EX: Check out what one happy customer had to say! Thanks @\_\_\_\_\_ for the kind words!

Share what your Monday to-do list looks like. CTA: What's on your list to do today?

Give your audience 3 tips for your area of expertise. EX: decorating your home and appropriate feng-shui.

Share something new you're doing/offering in your business.

Share a certain trend you're noticing within your niche. How will this change the way things are currently done?

Share a common misconception about your industry. Reframe it.

#humblebrag. Celebrate something big that's happened in your business recently. EX: Ask others to share their recent successes so you can celebrate together.

Share a common misconception about your industry. Reframe it.

Stories

Share something exciting that happened in your business.

Share a nice DM or comment you received from someone. Tag them in your story.

## Engagement—Questions that invoke responses, shareable, memes. personal or business

Posts

Find a relevant viral post. Share the link to your page.

Share a picture of your favorite product! Tag that company! CTA: Share a picture of your favorite product! Tag that company!

Ask followers to share their favorite apps for \_\_\_\_ (business, kids, etc.)

Share a picture of your/a product. CTA: Ask others to tell you where in their home they would put it.

"You're stuck on a deserted island with the 4th person who pops up when you type the @... who are you with?"

"What's the first thing you check in the morning?" Give multiple choice answers: Facebook, Instagram, Email, News


"What's your biggest distraction during the day?"

Create a meme or share a viral meme that relevant to your industry.

Ask what everyone's favorite social media currently is. CTA: Push your followers to another social media platform that you're active on.

Stories

Share what your morning routine looks like. Include the "poll" sticker and ask: Are you a morning person?



Create a "This or That" graphic using topics from your industry. Example: PC or Mac; work at a desk or work on a couch; yoga pants or jeans; coffee or soda; early riser or night owl; extrovert or introvert. Be sure to include your logo and a place for people to tag three friends to participate.

Ask others what their favorite products/brands are. Include the 'question' sticker.

## **Know/Like/Trust**—Business related, personal, family, funny, sometimes polarizing

Posts

Why did you start your business? Dig deep and be relatable.

Share something funny that happened to you recently.

Share something about yourself that most people don't know.

Share how you prioritize tasks during your day

Share your enneagram number and how it matches your personality. CTA: Ask others to share their number or their favorite personality test.

Share some words of wisdom.

Share a behind-the-scenes picture or story about your personal life.

Share why you quit your day job to start your own business. CTA: Dive deep on what freedoms you've found and how it's benefited you. Don't be afraid to also talk about the struggles.

Share how you manage a stressful situation. CTA: Ask what tips others have for managing stressful situations.

Share what you went to college for or what you planned to do as a career. Are you still working in that industry? CTA: Ask others to share their career paths.

Stories

Share something funny that happened today.

Share what you're up to today (not business related)

Share some of your favorite products and why. Tag the company.

Share a photo of your to-do list for the day. Include the questions sticker asking, "what's at the top of your to-do list today."

