

CONTENT CALENDAR/IDEAS

Four Main Types of Posts:

Promo - Business/Self Promotion	These are typically the only type followed by a link CTA (These should used more sparingly)
SP - Profession/Social Proof	These are reviews, testimonials, #humblebrags, behind the scenes of your biz
Engage - Engagement	Questions that invoke responses, shareable, memes. Personal or Business
KLT - Know/Like/Trust (Personal)	Business related, personal, family, funny, sometimes polarizing

Some 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.

Post Content

Story Content

Post Type	Post Content	Addition Content/CTA	Story Type	Story Content
KLT	Why did you start your business? Dig deep and be relateable.	Tell me what motivated you to start your business!	KLT	Share something funny that happened today.
Engage	Create a shareable quote graphic using a photo app or design app like Canva. Something original that you often say or quote someone else **be sure to give credit to the original author.		Engage	Share what your morning routine looks like. Include the "poll" sticker and ask: Are you a morning person?
SP	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.	Check out what one happy customer had to say! Thanks @_____ for the kind words!	SP	Share something exciting that happened in your business.
Promo	Promote your product/service/freebie.	New product alert! Link to your product/service/freebie	Promo	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.
KLT	Share something funny that happened to your recently.		KLT	Share what you're up to today (not business related)
Engage	Find a relevant viral post. Share the link to your page.		Engage	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; extroverted or introvert. Be sure to include your logo and a place for people to tag three friends to participate.
SP	Share what your Monday to-do list looks like	What's on your list to do today?	SP	Share a nice DM or comment you received from someone. Tag them in your story
KLT	Share something about yourself that most people don't know.		KLT	Share some of your favorite products and why. Tag the company.
Engage	Share a picture of your favorite product! Tag that company!	Ask others to share some of their favorites. Tell them to tag the company.	Engage	Ask others what their favorite products/brands are. Include the 'question' sticker
KLT	Share how you prioritize tasks during your day		KLT	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."
Engage	Ask followers to share their favorite apps for business			
SP	Give your audience 3 tips for your area of expertise. Example: decorating your home and appropriate feng-shui			
Promo	Promote your product/service/freebie.	Link to the product.		

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KLT	Share your enneagram number and how it matches your personality.	Ask others to share their number or their favorite personality test.
Engage	Share a picture of your/a product.	Ask others to tell you where if your home they would put it.
SP	Share something new you're doing/offering in your business.	
KLT	Share some words of wisdom.	
Engage	"You're stuck on a deserted island with the 4th person who pops up when you type the @... who are you with?"	
KLT	Share a behind-the-scenes picture or story about your personal life.	
Engage	"What's the first thing you check in the morning?"	Give multiple choice answers: Facebook, Instagram, Email, News
SP	Share a certain trend you're noticing within your niche. How will this change the way things are currently done.	
Promo	Discuss the pain points you notice within your industry.	Share a link to you product/service/freebie that solves one of those pain points.
KLT	Share why you quit your day job to start your own business.	Dive deep on what freedoms you've found and how it's benefited you. Don't be afraid to also talk about the struggles.
Engage	"What's your biggest distraction during the day?"	
SP	Share a common misconception about your industry. Reframe it.	
KLT	Share how you manage a stressful situation.	Ask what tips others have for managing stressful situations.
Engage	Create a meme or share a viral meme that relevant to your industry.	
KLT	Share what you went to college for or what you planned to do as a career. Are you still working in that industry?	Ask others to share their career paths.
Engage	Ask what everyone's favorite social media currently is.	Push your followers to another social media platform that you're active on.
SP	#humblebrag. Celebrate something big that's happened in your business recently.	Ask others to share their recent successes so you can celebrate together.