



# *Social Media* PLANNER



# HASHTAG PLANNER

## WEEKLY HASHTAGS

<b>Sunday</b>	<b>#SelfCareSunday #SundayFunday #SoulfulSunday #SundayVibes #SundayInspo #SundayBest #SundayMood #SundayFundayVibes #SlowDownSunday #SundayReset #SimpleSunday #SundayRoutine #SundayStyle #SundayMotivation #SereneSunday</b>
<b>Monday</b>	<b>#MondayMotivation #MindsetMonday #MondayMood #MakeItHappenMonday #MondayMantra #MondayInspiration #MotivationMonday #MondayBlues #MondayThoughts #ManifestationMonday #MondayGoals #MondayEnergy #StartStrong #MondayReset #MondayMindset</b>
<b>Tuesday</b>	<b>#TipTuesday #TransformationTuesday #TakeActionTuesday #TuesdayVibes #TuesdayTips #TechTuesday #TravelTuesday #TuesdayThoughts #TastyTuesday #TryItTuesday #TutorialTuesday #TuesdayTalks #TuesdayTreat #TruthfulTuesday #TrendingTuesday</b>
<b>Wednesday</b>	<b>#WellnessWednesday #WisdomWednesday #WorkoutWednesday #WomanCrushWednesday (#WCW) #WednesdayMotivation #WednesdayVibes #WinningWednesday #WanderlustWednesday #WorkItWednesday #WednesdayInspo #WednesdayThoughts #MidweekMotivation #WednesdayGoals #WakeUpWednesday #WealthWednesday</b>
<b>Thursday</b>	<b>#ThrowbackThursday (#TBT) #ThankfulThursday #ThriveThursday #ThursdayThoughts #ThursdayVibes #TBT #ThursdayInspiration #ThemedThursday #ThursdayMotivation #TransformationThursday #ThursdayFeels #ThursdayGrind #ThoughtfulThursday #ThirstyThursday #ThursdayFocus</b>
<b>Friday</b>	<b>#FeelGoodFriday #FridayFavorites #FridayVibes #FollowFriday (#FF) #FridayFeels #FridayFun #FashionFriday #FoodieFriday #FridayInspo #FridayFitness #FridayMood #FreedomFriday #FridayFocus #FriYay #FinallyFriday</b>
<b>Saturday</b>	<b>#SmallBusinessSaturday #SocialSaturday #ShoutoutSaturday #SaturdayVibes #SelfCareSaturday #WeekendVibes #SaturdayStyle #SaturdayThoughts #SaturdayMood #Saturnay #Caturday (for pet/lifestyle brands) #SaturdayMotivation #WeekendWarrior #SaturdaysAreFor... #SleepInSaturday</b>



# HASHTAG PLANNER

## POPULAR HASHTAGS

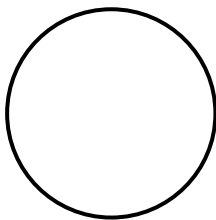
<b>Photo-Related</b>	#PhotoOfTheDay #InstaPhoto #PhotographyLovers #CaptureTheMoment #IGPhotography #SnapShot #PicOfTheDay #JustGoShoot #VisualsOfLife #CanonPhotography (or swap with #NikonPhotography / #iPhonePhotography based on your gear) #LensCulture #Shutterbugs #PhotographyDaily #CreativePhotography #ThroughTheLens
<b>Holiday</b>	#HappyHolidays #HolidayVibes #HolidaySeason #TisTheSeason #MerryAndBright #HolidayMagic #FestiveFeels #HolidayCheer #HomeForTheHolidays #WinterWonderland #DeckTheHalls #ChristmasCountdown (or swap with #HolidayCountdown) #HolidaysAtHome #CelebrateTheSeason #SeasonalVibes
<b>Food</b>	#Foodie #FoodLover #InstaFood #FoodPhotography #Yummy #Delicious #Foodstagram #FoodPorn #Tasty #HomeCooking #FoodieGram #EatGoodFeelGood #FoodHeaven #WhatIEat #NomNomNom
<b>Seasons</b>	#SeasonsOfLife #HelloSpring / #SpringVibes #SummerDays / #HelloSummer #AutumnVibes / #FallFeels #WinterWonderland #SeasonalVibes #ChangingSeasons #SeasonalStyle #SeasonalEats #SeasonalDecor #SeasonalLiving #InSeason #LoveTheSeasons #NaturePerfection #FourSeasons
<b>Hot Trends</b>	#TrendingNow #HotRightNow #Viral #MustSee #TrendAlert #WhatsHot #InTheKnow #OnTrend #ThisIsTrending #PopCulture #LatestTrend #InternetGold #SocialMediaBuzz #BreakingTheInternet #TrendingTopic
<b>Nature</b>	#NatureLovers #GetOutside #MotherNature #NaturePhotography #IntoTheWild #WildernessCulture #EarthFocus #NatureIsAwesome #ExploreNature #NatureVibes #StayAndWander #ScenicViews #OurPlanetDaily #NaturesBeauty #GoExplore
<b>Everything Else</b>	#LifeLately #GoodVibesOnly #DailyInspo #DoWhatYouLove #LiveAuthentic #InspoDaily #Vibes #LoveThis #MyLifeMyWay #ContentCreator #JustBecause #Aesthetic #HappyMoments #ForTheGram #DailyPost
<b>Related To My Business</b>	



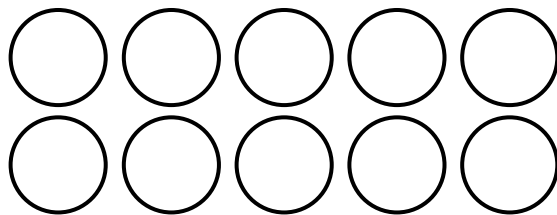
# INSTAGRAM STRATEGY

**MONTH:**

INSTAGRAM GOALS THIS MONTH	QUANTIFY
<div><div></div></div>	
<div><div></div></div>	
<div><div></div></div>	



AVATAR (320X320)



INSTAGRAM STORY HIGHLIGHTS

**BIO TO READ (150 CHARACTERS):**

**USER NAME:**

**LINK IN BIO / CALL TO ACTION:**

**LINK. TREE LINKS:**

**HOW OFTEN TO POST:**

**# MONTHLY POSTS NEEDED:**

**# POSTS THIS MONTH:**

**# STORIES THIS MONTH:**

**CURRENT # OF FOLLOWERS:**

**INCREASE OVER LAST MONTH:**

**NEW / POPULAR INSTAGRAM PROFILES TO FOLLOW:**

<div><div></div></div>	<div><div></div></div>
<div><div></div></div>	<div><div></div></div>
<div><div></div></div>	<div><div></div></div>
<div><div></div></div>	<div><div></div></div>
<div><div></div></div>	<div><div></div></div>



# INSTAGRAM POST PLANNER

## POPULAR INSTAGRAM CONTENT

- Reels
- Aesthetic Photos
- Behind-the-Scenes
- Carousel Posts
- Stories with Polls/Quizzes
- Quotes
- Tutorials/How-Tos
- Before & After
- Giveaways
- Trending Audio Reels
- Mini Vlogs
- Relatable Memes
- Product Features
- Collaborations
- User-Generated Content (UGC)
- Instagram Lives
- Transformation Slideshows
- Interactive Stickers
- Personal Stories
- Countdowns & Announcements

## POPULAR INSTAGRAM CONTENT

- Selfie
- Filter / Preset
- Boomerang
- Black & White
- Animated Gif / Doodle
- White Borders
- Overlay
- Puzzle Layout
- Collage
- Checker Board Layout
- Carousel
- Diagonal Grid

MONTH:

YEAR:

INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS
MAJOR EVENTS		
HOLIDAYS		
SEASONAL ACTIVITIES		
NATIONAL DAYS		
MOVIE / MUSIC / TV PREMIERS		
BUSINESS-RELATED		



# INSTAGRAM STORIES PLANNER

MONTH:

YEAR:

STORY IDEA	DAY AND TIME TO POST	24-HOUR OR HIGHLIGHT

## STORY STICKERS TO ADD

- Weather
- Current Time
- Location
- Holidays
- Hashtags
- Poll
- Countdown
- Gift
- @Mention
- Questions
- Chat
- Music
- Quiz
- Emoji
- Other:
- Other:



# INSTAGRAM POSTING CALENDAR

MONTH:

YEAR:

DATE	POSTING IDEA(S)	CAPTION SHOULD MENTION	HASHTAG(S)	IMAGE OR REEL	BOOST POST?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					



# INSTAGRAM POSTING CALENDAR

MONTH:

YEAR:

DATE	POSTING IDEA(S)	CAPTION SHOULD MENTION	HASHTAG(S)	IMAGE OR REEL	BOOST POST?
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					



# INSTAGRAM SUCCESS TRACKER

MONTH:

YEAR:

POSTS IN ORDER OF POPULARITY	♡	💬	🔗	TRAFFIC GENERATED
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				





# INSTAC

---

@

---

@

---

@

---

@	@
@	@
@	@
@	@
@	@

#	#
#	#
#	#
#	#
#	#

[illegible]



# PINTEREST STRATEGY

**MONTH:**

PINTEREST GOALS THIS MONTH	QUANTIFY
<div></div>	
<div></div>	
<div></div>	

<div></div>	<div></div>
PINTEREST BANNER (1080 X 1920)	AVATAR (170 X 170)

**BIO TO READ (160 CHARACTERS):**

**HOW OFTEN TO PIN:**

**# MONTHLY PINS NEEDED:**

**CURRENT # FOLLOWERS:**

**INCREASE OVER LAST MONTH:**

**PINTEREST GROUPS TO JOIN:**

<div></div>	<div></div>
<div></div>	<div></div>

**POPULAR PINTEREST PROFILES TO FOLLOW:**

<div></div>	<div></div>
<div></div>	<div></div>

**NEW BOARD IDEAS:**

<div></div>	<div></div>
<div></div>	<div></div>

**PINTEREST SCHEDULING TOOL:**



# PINTEREST CONTENT PLANNER

## POPULAR PINTEREST CONTENT

- DIY Crafts & Projects
- Home Decor Inspiration
- Healthy Recipes & Meal Prep Ideas
- Fashion & Outfit Ideas (OOTD)
- Hair Tutorials & Hairstyles
- Wedding Planning & Inspiration
- Travel Guides & Bucket Lists
- Fitness Routines & Workout Plans
- Seasonal Decor (e.g., Fall, Christmas, Easter)
- Budgeting Tips & Financial Planning
- Quotes & Affirmations (especially aesthetic ones)
- Digital Products & Printables (planners, stickers, etc.)
- Nail Art & Beauty Tips
- Blogging Tips & Pinterest Marketing Strategies
- Small Space Organization & Storage Hacks
- Gardening Tips (especially urban or balcony gardens)

**MONTH:**

**YEAR:**

INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS
MY BOARDS		
HOLIDAYS		
TRENDING ON PINTEREST		
IDEAS FOR YOU SUGGESTIONS		
BUSINESS-RELATED		



# PINTEREST PINNING PLAN

MONTH:

YEAR:

DATE	PIN IDEA(S)	CAPTION SHOULD MENTION	PRIMARY HASHTAG(S)	IMAGE NEEDED	BOARD
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					



# PINTEREST PINNING PLAN

MONTH:

YEAR:

DATE	PIN IDEA(S)	CAPTION SHOULD MENTION	PRIMARY HASHTAG(S)	IMAGE NEEDED	BOARD
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					



# FACEBOOK STRATEGY

**MONTH:**

FACEBOOK GOALS THIS MONTH	QUANTIFY
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

FACEBOOK BANNER (820 X 312)

AVATAR (170 X 170)

**BANNER TEXT TO READ:**

**BIO TO READ (101 CHARACTERS):**

**HOW OFTEN TO POST:**

**# MONTHLY POSTS NEEDED:**

**CURRENT # FOLLOWERS:**

**INCREASE OVER LAST MONTH:**

**FACEBOOK GROUPS TO JOIN:**

<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>

**POPULAR FACEBOOK PROFILES TO FOLLOW:**

<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>



# FACEBOOK CONTENT PLANNER

## POPULAR FACEBOOK CONTENT

- Short Reels/Videos
- Live Videos
- Memes
- Polls
- Infographics
- Motivational Quotes
- Before & After Photos
- Giveaways/Contests
- Behind-the-Scenes
- Customer Testimonials
- Tips & Hacks
- Trending Topics
- Interactive Stories
- Countdowns
- User-Generated Content (UGC)
- Milestones
- Personal Stories
- Ask a Question
- Carousel Posts
- Flashbacks/Throwbacks (#TBT)

MONTH:

YEAR:

INSPIRATION	HAPPENING THIS MONTH	POSTING IDEAS
MAJOR EVENTS		
HOLIDAYS		
SEASONAL ACTIVITIES		
NATIONAL DAYS		
MOVIE / MUSIC / TV PREMIERS		
BUSINESS-RELATED		



# FACEBOOK POST PLANNER

MONTH:

YEAR:

DATE	POSTING IDEA(S)	CAPTION SHOULD MENTION	PRIMARY HASHTAG(S)	PHOTO, VIDEO OR LIVE VIDEO	BOOST POST?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					



# FACEBOOK POST PLANNER

MONTH:

YEAR:

DATE	POSTING IDEA(S)	CAPTION SHOULD MENTION	PRIMARY HASHTAG(S)	PHOTO, VIDEO OR LIVE VIDEO	BOOST POST?
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					



# YOUTUBE STRATEGY

**MONTH:**

YOUTUBE GOALS THIS MONTH	QUANTIFY
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

<input type="text"/>	<input type="text"/>
----------------------	----------------------

YOUTUBE BANNER (2560 X 1440)

AVATAR (800 X 800)

**BIO TO READ (101 CHARACTERS):**

<b>HOW OFTEN TO POST:</b>	<b># MONTHLY POSTS NEEDED:</b>
<b>CURRENT # SUBSCRIBERS:</b>	<b>WELCOME VIDEO:</b>
<b>PLAYLIST IDEAS:</b>	
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<b>COMMUNITY IDEAS:</b>	
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<b>CHANNELS:</b>	
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>



# YOUTUBE CONTENT PLANNER

## POPULAR YOUTUBE VIDEOS

- How-To Tutorials (e.g., "How to Edit Photos Like a Pro")
- Day in the Life Vlogs
- Unboxings & First Impressions
- Product Reviews
- Challenge Videos (e.g., "I Tried Waking Up at 5AM for a Week")
- Hauls (Fashion, Beauty, Tech, etc.)
- Room/House Tours
- Top 10 Lists or Rankings
- Reaction Videos
- Q&A / Get to Know Me Videos
- Skincare or Makeup Routines
- Study With Me / Productive Day Vlogs
- Transformation Videos (e.g., fitness, home, glow-up)
- Storytime Videos
- "What I Eat in a Day"
- Travel Vlogs
- Behind-the-Scenes Content
- Educational or Explainer Videos
- Funny Skits or Comedy Shorts
- Motivational or Self-Improvement Content

MONTH:

YEAR:

HAPPENING THIS MONTH	TYPE OF VIDEO	VIDEO IDEAS

## VIDEO CHECKLIST

- Clear Video Title
- Compelling Thumbnail
- Strong Hook (First 10 Seconds)
- Script or Outline Ready
- Good Lighting & Audio Setup
- Engagement Prompts
- Smooth Editing & Pacing
- End Screen & Call-to-Action
- SEO-Optimized Description & Tags



# YOUTUBE POSTING PLAN

MONTH:

YEAR:

DATE	VIDEO IDEA(S)	TITLE	DESCRIPTION SHOULD MENTION	LENGTH
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				
21				
22				



# YOUTUBE POSTING PLAN

MONTH:

YEAR:

DATE	VIDEO IDEA(S)	TITLE	DESCRIPTION SHOULD MENTION	LENGTH
23				
24				
25				
26				
27				
28				
29				
30				
31				
32				
33				
34				
35				
36				
37				
38				
39				
40				
41				
42				
43				
44				



# X (TWITTER) STRATEGY

**MONTH:**

X GOALS THIS MONTH	QUANTIFY
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

<input type="text"/>	<input type="text"/>
----------------------	----------------------

X BANNER (1500 X 500)

AVATAR (400 X 400)

**BIO TO READ (160 CHARACTERS):**

**HOW OFTEN TO TWEET:**

**# MONTHLY POSTS NEEDED:**

**CURRENT # FOLLOWERS:**

**INCREASE OVER LAST MONTH:**

**POPULAR TWITTER PROFILES TO FOLLOW:**

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

**HASHTAGS TO USE REGULARLY**

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>



# X (TWITTER) CONTENT PLAN

## POPULAR TWITTER CONTENT

- Hot Takes & Opinions on Trending Topics
- Funny or Relatable Memes
- Short, Insightful Threads (a.k.a. "Tweetstorms")
- Breaking News or Live Reactions
- Behind-the-Scenes Content (personal or professional)
- Quotes (motivational, funny, or controversial)
- Polls and "This or That" Questions
- GIF Reactions or Memes in Replies
- User-Generated Content & Retweets
- Tweeting Viral TikToks or Reels with Commentary
- "Did You Know?" Facts or Trivia
- Before and After Transformations
- Call-to-Actions (e.g., "Drop your goals below 📌")
- Screenshots from Other Platforms (funny DMs, Reddit, etc.)
- Engaging Questions (e.g., "What's a hill you'll die on?")
- Giveaways or Contests
- Thought-Provoking One-Liners
- Personal Wins or Milestones

MONTH:

YEAR:

INSPIRATION	HAPPENING THIS MONTH	TWEETING IDEAS
CURRENT EVENTS / NEWS		
TRENDING ON TWITTER		
MOVIES / MUSIC / TV PREMIERES		
RETWEETS		
PHOTOS / VIDEOS / MEMES		
BUSINESS-RELATED		



# X (TWITTER) TWEETING PLAN

MONTH:

YEAR:

DATE	TWEET IDEA(S)	PRIMARY HASHTAG(S)	IMAGE NEEDED	POLL?	EMOJIS
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					



# X (TWITTER) TWEETING PLAN

MONTH:

YEAR:

DATE	TWEET IDEA(S)	PRIMARY HASHTAG(S)	IMAGE NEEDED	POLL?	EMOJIS
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					



# SOCIAL MEDIA SUCCESS TRACKER

MONTH:

YEAR:


	# FOLLOWERS	+ / - PREV MONTH	5 MOST POPULAR POSTS	♡	💬	📌	TRAFFIC GENERATED
FACEBOOK			1				
			2				
			3				
			4				
			5				
X			1				
			2				
			3				
			4				
			5				
INSTAGRAM			1				
			2				
			3				
			4				
			5				
PINTEREST			1				
			2				
			3				
			4				
			5				
YOUTUBE			1				
			2				
			3				
			4				
			5				



**MONTH:**

- Increase Brand Awareness
- Engage the Community
- Build Relationships with Influencers or Partners
- Drive Event Attendance
- Generate Leads or Sales
- Collect Feedback and Insights

## QUANTIFY



TYPES OF EVENTS I PLAN TO RUN	% OF MONTHLY EVENT BUDGET	POTENTIAL COSTS
	TOTAL	\$



# SOCIAL MEDIA EVENT PLANNER

## POPULAR SOCIAL MEDIA EVENTS

- ☐ Instagram Live Q&A Sessions
- ☐ Facebook/Instagram Giveaways or Contests
- ☐ Influencer Takeovers
- ☐ Virtual Conferences or Webinars
- ☐ Twitter/X Chats
- ☐ Hashtag Campaigns
- ☐ Product Launches or Announcements
- ☐ User-Generated Content Showcases

**TYPE OF EVENT:**

**DATE:**

**TIME:**

**GIVEAWAY?**

**EVENT HASHTAG:**

**WHO TO INVITE:**

☐

☐

☐

☐

☐

☐

**TOPIC(S):**

☐

☐

☐

☐

☐

☐

**QUESTIONS:**

☐

☐

☐

☐

☐

☐

**VIDEO AND/OR GRAPHICS NEEDED:**

☐

☐

☐

☐

☐

☐

**OTHER:**



# SOCIAL MEDIA EVENT PLAN

MONTH:

YEAR:

DATE	SOCIAL MEDIA SITE	EVENT
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		



**YEAR:**[illegible]



# SOCIAL MEDIA POST IDEAS

## JANUARY IDEAS

- Post your New Year's resolutions or bucket list – ask followers to share theirs
- Repost a 30-Day Fitness Challenge (credit the source) – #FitnessGoals
- Share a motivational quote about fresh starts – #FreshStart
- Share a keto or healthy recipe – #WeightLossTips
- Post a fun trivia question – #NationalTriviaDay (Jan 4)
- Share a photo of outdoor winter fun (sledding, skiing, snowball fights) – #WinterFun
- Post a sunrise or sunset photo – #WinterSun
- Post a cozy or tropical drink recipe – #WinterDrinks
- Share a collage of favorite travel items – #NationalShopForTravelDay (Jan 9)
- Post a lively local scene (ice rink, park, etc.) – #SundayAfternoon
- Share a cute pic of your pet in winter gear – #DressUpYourPetDay (Jan 14)
- Post a celebrity in a cool hat – #NationalHatDay (Jan 15)
- Share your favorite mac & cheese recipe – #NationalCheeseLoversDay (Jan 20)
- Share a cute photo of people or animals hugging – #NationalHuggingDay (Jan 21)
- Run a poll: What's your favorite type of pie? – #NationalPieDay (Jan 23)
- Compliment another local or non-competing business – #NationalComplimentDay (Jan 24)
- Share a favorite artwork or artist – #InspireYourHeartWithArtDay (Jan 31)



# SOCIAL MEDIA POST IDEAS

## FEBRUARY IDEAS

- Share your favorite heart-healthy recipes – #HeartHealthMonth
- Highlight a Black creator, business, or story – #BlackHistoryMonth
- Post a motivational quote about love or self-care – #MondayMotivation
- Share a cozy winter morning routine – #WinterVibes
- Ask followers their favorite romantic movie – #ValentinesDayCountdown
- Post a funny Valentine's meme or card – #ValentinesHumor
- Share your favorite local chocolate shop – #ValentinesTreats
- Post a photo of your pet with hearts or in red/pink – #LoveYourPet
- Run a poll: Chocolate or flowers? – #ValentinesPoll
- Share a sweet or silly couple photo (or friendship photo) – #GalentinesDay (Feb 13)
- Share a self-love or self-care idea – #SelfLove
- Post your favorite romantic meal recipe – #ValentinesDinner
- Share a random act of kindness idea – #RandomActsofKindnessDay (Feb 17)
- Ask followers how they show love to themselves – #SelfCareSunday
- Post a throwback to a favorite winter trip – #ThrowbackThursday
- Share a quote or post about embracing uniqueness – #LoveYourself
- Post a team or employee appreciation shout-out – #ThankfulThursday
- Highlight your favorite book or podcast about love, life, or growth – #FebruaryReads
- Celebrate a customer or follower with a shoutout – #FanFeature
- Share a photo of your workspace decorated for Valentine's Day – #FestiveOffice
- Post your favorite pancake recipe – #NationalPancakeDay (Feb 25, 2025)
- Share a cute animal photo to celebrate love in all forms – #CutenessOverload
- Talk about your favorite way to relax or recharge – #WellnessWednesday
- Create a list of "5 Things I Love Right Now" – and ask followers to do the same
- Post a funny winter "I'm over this weather" meme – #WinterMood
- Share a creative Valentine's Day DIY or craft idea
- Post a poll: Coffee date or dinner date?
- Celebrate Leap Day (Feb 29, if applicable) – Share a quirky fun fact or bonus content!



# SOCIAL MEDIA POST IDEAS

## MARCH IDEAS

- Share your monthly goals or intentions – #HelloMarch
- Post a spring cleaning tip or checklist – #SpringCleaning
- Highlight a woman you admire – #WomensHistoryMonth
- Post a quote by a famous woman – #MotivationMonday or #WomensHistoryMonth
- Share your favorite green-themed recipes – #MarchEats
- Post a photo of something blooming or spring-related – #SignsOfSpring
- Share a behind-the-scenes of your workspace – #WorkWednesday
- Run a poll: Are you Team Spring or still loving Winter?
- Post a fun fact about your industry – #FunFactFriday
- Share a favorite book or podcast – #MarchReads
- Promote a product or service with a spring discount – #SpringSale
- Share a self-care or wellness tip – #SelfCareSundayPost a “this or that” poll (e.g., coffee vs. tea, beach vs. mountains)
- Share a favorite green outfit or accessory – #StPatricksDay (Mar 17)
- Post a lucky charm or superstition story – #LuckyVibes
- Share a rainbow-themed photo or product – #PotOfGold
- Post a photo of a pet in green or with shamrocks – #StPatricksDayPets
- Celebrate the first day of spring (Mar 19, 2025) – #SpringEquinox
- Highlight your favorite women-owned business – #WomensHistoryMonth
- Share a spring recipe (salad, smoothie, etc.) – #FreshEats
- Run a March Madness-style bracket (favorite snacks, movies, etc.) – #MarchMadness
- Post a quote about renewal or growth – #SpringVibes
- Share a user-generated photo or testimonial – #FanFeature
- Offer a spring cleaning giveaway or contest – #Giveaway
- Post a throwback to your favorite spring memory – #ThrowbackThursday
- Ask your followers what they’re looking forward to this spring
- Celebrate #InternationalWomensDay (Mar 8) – share a personal story or team tribute
- End the month with a gratitude post – what went well in March?



# SOCIAL MEDIA POST IDEAS

## APRIL IDEAS

- Share your monthly goals – #HelloApril
- Post a fun April Fools' Day joke or prank – #AprilFools (Apr 1)
- Share springtime photos (flowers, sunshine, nature) – #SpringVibes
- Highlight a favorite book for #NationalLibraryWeek (Apr 6–12)
- Post a motivational quote – #MondayMotivation
- Celebrate your team or business wins so far – #WinsWednesday
- Ask followers: What's your favorite spring activity?
- Share an Earth Month eco-friendly tip – #EarthMonth
- Post a healthy spring recipe (salads, smoothies, light meals) – #SpringEats
- Share your favorite outdoor workout or walk spot – #WellnessWednesday
- Post a cute pet enjoying springtime – #PetsofInstagram
- Share your favorite flower – #SpringBloom
- Post a behind-the-scenes of spring cleaning or organizing – #SpringCleaning
- Create a poll: Tulips or Daffodils?
- Highlight a small/local business you love – #SupportLocal
- Celebrate #NationalPetDay (Apr 11) with a cute pet pic
- Share a favorite quote about growth or change – #SpringQuotes
- Post a throwback spring break photo – #TBT
- Run an Easter or spring-themed giveaway – #Giveaway (Easter is Apr 20 in 2025)
- Post an Easter brunch recipe or table setup – #EasterVibes
- Share a creative DIY or craft idea – #DIYSpring
- Post about #EarthDay (Apr 22) – share how you or your biz helps the planet
- Celebrate #AdministrativeProfessionalsDay (Apr 23) – show appreciation
- Share your favorite rainy day activity – #AprilShowers
- Post your spring fashion must-haves – #SpringStyle
- Share a fun fact related to your niche – #FunFactFriday
- Highlight a customer or client story – #TestimonialTuesday
- Post a "this or that" (picnic or hike, tea or lemonade, etc.) – #Engage
- Ask followers what's on their spring bucket list
- Post a reflection on the month: What did you learn or love in April?



# SOCIAL MEDIA POST IDEAS

## MAY IDEAS

- Share your goals or focus for the month – #HelloMay
- Post a spring quote or affirmation – #MondayMotivation
- Share a photo of flowers blooming in your area – #MayFlowers
- Celebrate your mom or ask followers to share theirs – #MothersDay (May 11, 2025)
- Highlight a woman who inspires you – #WomanCrushWednesday
- Post a behind-the-scenes of your workspace or life – #BTS
- Share a mental health tip or resource – #MentalHealthAwarenessMonth
- Post a sunny spring recipe (smoothie bowl, salad, grilled veggies) – #FreshEats
- Ask: What's your favorite way to relax in spring? – #SelfCare
- Run a poll: Ice cream or frozen yogurt?
- Celebrate a customer or team member – #FeatureFriday
- Share your favorite outdoor activity – #SpringVibes
- Post a throwback to a great spring memory – #ThrowbackThursday
- Highlight a small business you love – #SupportSmallBusiness
- Post a flat lay of your spring essentials – #FlatLayFriday
- Celebrate Teacher Appreciation Week (May 5–9) – thank a teacher!
- Post something calming or mindful – #WellnessWednesday
- Share a book or podcast you're loving – #MayReads
- Post a quote about growth or transformation – #SpringGrowth
- Ask followers to drop their favorite flower emoji 🌸🌻🌼 – #FlowerPower
- Share a fun fact or trivia about your niche – #FunFactFriday
- Post a picnic setup or idea – #PicnicSeason
- Share your favorite plant or garden tips – #PlantParenthood
- Talk about a personal or business milestone – #Celebrate
- Post something red, white, and blue for Memorial Day – #MemorialDay (May 26, 2025)
- Share a gratitude list or ask followers what they're grateful for – #Gratitude
- Post a checklist: "Things to Do This Spring" – #SpringChecklist
- Ask followers: Mountains or beach for summer trips? – #TravelTuesday
- Reflect on the month: wins, lessons, and what you're excited for in June – #MonthInReview



# SOCIAL MEDIA POST IDEAS

## JUNE IDEAS

- Share your goals or summer bucket list – #HelloJune #SummerGoals
- Post a sunny, outdoorsy photo to welcome the season – #SummerVibes
- Share your favorite summer drink recipe (iced coffee, lemonade, etc.) – #SipsOfSummer
- Highlight a local spot for summer fun – #SupportLocal
- Celebrate a team win or customer shoutout – #FeatureFriday
- Share a pride-themed post or support message – #PrideMonth 🌈
- Post a mental wellness tip or check-in – #WellnessWednesday
- Ask: Beach day or pool day? (run a poll!) – #ThisOrThat
- Share a motivational quote about growth – #MidYearMotivation
- Celebrate National Donut Day (June 6) with a sweet post – #NationalDonutDay
- Share your favorite vacation destination or travel pic – #WanderlustWednesday
- Post a summer reading list or favorite book – #JuneReads
- Ask followers: What's one thing you want to do this summer?
- Celebrate Father's Day (June 15, 2025) – share a tribute or ask followers to share their dads
- Share a behind-the-scenes look at your workspace or process – #BTS
- Create a "Summer To-Do List" graphic – #SummerFun
- Post a team or pet photo outside enjoying the weather – #TeamTuesday or #PetsofInstagram
- Run a summer giveaway or contest – #SummerGiveaway
- Celebrate the First Day of Summer (June 21) – #FirstDayOfSummer
- Post a throwback to a favorite summer memory – #ThrowbackThursday
- Share a favorite seasonal dish or BBQ tip – #GrillSeason
- Post a "this or that" (sunrise vs. sunset, beach vs. lake, etc.) – #EngageYourAudience
- Highlight a customer review or testimonial – #TestimonialTuesday
- Share a productivity or planning tip for mid-year check-ins – #HalfwayThere
- Spotlight a small business you love – #SmallBizLove
- Post a nature walk or hiking pic – #OutdoorAdventures
- Wrap up the month with a reflection post – What did you love, learn, or accomplish in June?



# SOCIAL MEDIA POST IDEAS

## JULY IDEAS

- Share your July goals or summer bucket list – #HelloJuly
- Post a fun photo in red, white, and blue – #4thOfJuly (July 4)
- Share a firework pic or memory from Independence Day – #July4thVibes
- Ask followers: What's your go-to BBQ dish? – #BBQSeason
- Post a summer safety tip (hydration, sunscreen, etc.) – #WellnessWednesday
- Celebrate National Ice Cream Month – share your favorite flavor 🍦 – #IceCreamLovers
- Create a poll: Beach day or lake day? – #SummerFun
- Post a behind-the-scenes of your summer routine – #DayInTheLife
- Share your favorite summer playlist – #FeelGoodFriday
- Spotlight a local business or maker – #SupportLocal
- Post a pet enjoying summer (pool, beach, shades) – #PetsofInstagram
- Share a summer reading recommendation – #JulyReads
- Post a productivity tip for staying focused in the summer – #WorkSmart
- Ask followers: What's one thing on your summer bucket list?
- Share your favorite picnic or outdoor meal setup – #PicnicSeason
- Celebrate National Mojito Day (July 11) or National French Fry Day (July 13) with a foodie post
- Post a quote about freedom, sunshine, or joy – #MondayMotivation
- Run a giveaway or contest – summer edition! – #SummerGiveaway
- Highlight a customer story or testimonial – #FanFeature
- Post a summer DIY or craft idea – #GetCreative
- Share a hydration reminder – and your favorite water bottle! – #HydrationNation
- Post a scenic sunset, beach, or backyard chill pic – #GoldenHour
- Share a summer skincare tip – #SelfCare
- Celebrate National Parents' Day (July 27, 2025) with a tribute post
- Post a fun "this or that" (lemonade vs. iced tea, road trip vs. staycation)
- Share a summer playlist or movie night list – #SummerVibes
- Highlight a hobby you love doing during the summer – #HobbyTime
- Post a reflection on July – What did you accomplish, enjoy, or learn?
- Tease what's coming in August – new launches, ideas, or themes!



# SOCIAL MEDIA POST IDEAS

## AUGUST IDEAS

- Share your August goals or intentions – #HelloAugust
- Post a quote about summer memories or new beginnings –
- #MondayMotivation
- Highlight a summer memory with a throwback photo – #ThrowbackThursday
- Share your favorite back-to-school tip – #BackToSchool
- Post a “What’s in my bag/backpack” photo – #BackToSchoolEssentials
- Celebrate National Friendship Day (Aug 3, 2025) – post a photo or tag your besties!
- Share your favorite picnic spot or outdoor hangout – #SummerVibes
- Run a poll: Are you team “Soak up the sun” or “Ready for fall”?
- Post a flat lay of your August must-haves – #AugustStyle
- Celebrate International Cat Day (Aug 8) – share a cat photo or meme 🐱
- Share a self-care or slow-down reminder – #SelfCareSunday
- Post a hydration tip or healthy summer snack idea – #WellnessWednesday
- Share a behind-the-scenes look at your work routine – #BTS
- Highlight a local café, boutique, or artist – #SupportSmallBusiness
- Post your summer reading list or favorite August book – #AugustReads
- Celebrate National Relaxation Day (Aug 15) – share your chill-out activity
- Ask: What’s your favorite thing about summer? ☀️
- Post a team highlight or appreciation post – #TeamTuesday
- Share a motivational quote about transitions or growth –
- #WisdomWednesday
- Run a summer clearance or back-to-school sale – #SaleAlert
- Post a favorite vacation photo – #Wanderlust
- Share a favorite seasonal recipe (grilled veggies, fruit salad, etc.) – #FreshEats
- Celebrate National Dog Day (Aug 26) – show off your pup or ask followers to share theirs 🐶
- Post a “This or That” (pool vs. beach, sweet vs. salty, staycation vs. travel)
- Share a customer review or story – #TestimonialTuesday
- Ask followers: What are you looking forward to in fall? 🍂
- Show off your workspace refresh or prep for the new season – #WorkspaceGoals



# SOCIAL MEDIA POST IDEAS

## SEPTEMBER IDEAS

- Share your September goals or intentions – #HelloSeptember
- Post a fall-inspired photo (leaves, pumpkins, cozy vibes) – #FallVibes
- Celebrate Labor Day (Sept 1, 2025) with a post about relaxation or hard work – #LaborDay
- Share your favorite back-to-school memory or tips – #BackToSchool
- Post a motivational quote about new beginnings – #MondayMotivation
- Share a self-care tip or routine as the seasons change – #SelfCareSunday
- Highlight a local fall event or activity – #SupportLocal
- Ask your followers: What's your favorite fall tradition? – #FallFavorites
- Post a fall recipe (pumpkin spice, apple cider, etc.) – #FallEats
- Celebrate National Coffee Day (Sept 29) with your favorite coffee drink – #NationalCoffeeDay
- Share a cozy sweater or jacket look – #FallFashion
- Post about a fall cleaning or organizing tip – #FallClean
- Share your favorite fall activity (apple picking, hiking, bonfires) – #AutumnAdventures
- Highlight a business or product that helps with the fall transition – #FallEssentials
- Post a "This or That" (apple pie vs. pumpkin pie, summer vs. fall) – #ThisOrThat
- Share a quote or affirmation about change – #TransformationTuesday
- Celebrate Grandparents' Day (Sept 7) with a shoutout to the special seniors in your life – #GrandparentsDay
- Post a photo of your workspace as you prepare for the new season – #WorkspaceGoals
- Share a "fall bucket list" with activities you want to do this month – #FallBucketList
- Post a photo or video of you enjoying the first signs of fall – #AutumnVibes
- Share a fall DIY or craft idea – #DIYSeason
- Ask followers to drop their favorite fall beverage – #FallFlavors
- Post a throwback to your favorite summer memory as the season transitions – #ThrowbackThursday
- Highlight a customer story or review – #FanFeature



# SOCIAL MEDIA POST IDEAS

## OCTOBER IDEAS

- Share your October goals or focus – #HelloOctober
- Post a fall-inspired photo (pumpkin patch, changing leaves, etc.) – #FallVibes
- Celebrate World Mental Health Day (Oct 10) – share a tip or resource – #MentalHealthMatters
- Post your favorite Halloween costume from past years – #HalloweenThrowback
- Share a spooky quote or fun Halloween trivia – #HalloweenFun
- Ask followers: What's your favorite fall activity? (apple picking, hiking, carving pumpkins)
- Share a fall recipe (soup, stew, pumpkin pie, etc.) – #FallEats
- Celebrate National Pumpkin Day (Oct 26) with a pumpkin-themed post – #PumpkinSeason
- Post a DIY craft idea (fall decor, pumpkin painting, etc.) – #DIYFall
- Share your favorite spooky movie or TV show – #SpookySeason
- Post a motivational quote about embracing change – #TransformationTuesday
- Run a Halloween-themed giveaway or contest – #SpookyGiveaway
- Share your favorite fall fashion (scarves, boots, cozy sweaters) – #FallFashion
- Ask: Trick or treat? (run a poll) – #TrickOrTreat
- Post a behind-the-scenes look at your Halloween preparations – #BTS
- Highlight a small business with a fall-related product – #SupportLocal
- Share a photo of your Halloween decorations – #HalloweenDecor
- Post a throwback photo of a fun fall or Halloween memory – #ThrowbackThursday
- Share a fall cleaning or organizing tip – #FallCleaning
- Post a spooky pet photo (or ask followers to share theirs) – #SpookyPets
- Celebrate National Chocolate Day (Oct 28) with a sweet post – #NationalChocolateDay
- Post a tutorial on how to make a Halloween treat or drink – #HalloweenRecipes
- Share a favorite autumn book or podcast – #OctoberReads
- Highlight your team or company's Halloween spirit (costumes, themed decor, etc.) – #TeamSpirit
- Share a quote about the magic of fall – #AutumnMagic



# SOCIAL MEDIA POST IDEAS

## NOVEMBER IDEAS

- Share your November goals or plans – #HelloNovember
- Post a photo of a fall-inspired activity (hiking, apple picking, etc.) – #AutumnVibes
- Celebrate Veterans Day (Nov 11) – post a tribute or thank you message to veterans – #VeteransDay
- Share a favorite cozy recipe (soup, stew, pie, etc.) – #NovemberEats
- Post a motivational quote about gratitude or reflection – #MondayMotivation
- Run a poll: What's your favorite Thanksgiving dish? – #ThanksgivingPoll
- Share a behind-the-scenes look at your holiday preparations – #BTS
- Ask: What are you most grateful for this year? – #Gratitude
- Post a fall or Thanksgiving table setting idea – #TableSettingTuesday
- Highlight a small business offering perfect gifts for the holiday season – #SupportSmallBusiness
- Share a self-care tip for the colder months – #SelfCareSunday
- Celebrate National Sandwich Day (Nov 3) with your favorite sandwich – #NationalSandwichDay
- Post a photo of a favorite fall memory or location – #ThrowbackThursday
- Share your favorite comfort food or recipe for the colder weather – #ComfortFood
- Celebrate World Kindness Day (Nov 13) – share a random act of kindness – #WorldKindnessDay
- Post a poll: Are you Team Pumpkin Pie or Team Apple Pie? – #PieWars
- Share a fall DIY project (candles, wreaths, etc.) – #DIYFall
- Celebrate Thanksgiving (Nov 27, 2025) with a gratitude post or favorite recipe – #ThanksgivingVibes
- Ask followers what they're most excited about for the holiday season – #HolidayExcitement
- Post about a Thanksgiving tradition in your family or culture – #TraditionTuesday
- Share a motivational quote about embracing change and gratitude – #ThankfulThursday



# SOCIAL MEDIA POST IDEAS

## DECEMBER IDEAS

- Share your December goals or intentions – #HelloDecember
- Post a photo of your holiday decorations or tree – #DeckTheHalls
- Celebrate National Cookie Day (Dec 4) by sharing your favorite cookie recipe – #NationalCookieDay
- Share a cozy winter outfit or accessory – #WinterFashion
- Post a motivational quote about finishing the year strong – #MondayMotivation
- Run a poll: Are you a holiday movie lover or a holiday music fan? – #HolidayDebate
- Highlight a small business or local artisan you love – #SupportSmallBusiness
- Celebrate Hanukkah (Dec 22-30, 2025) with a post about your favorite traditions – #HappyHanukkah
- Post a "Gift Guide" featuring unique holiday gift ideas – #GiftGuide
- Share your favorite winter drink (hot chocolate, spiced cider, etc.) – #WinterSips
- Celebrate National Gingerbread House Day (Dec 12) with your gingerbread creation – #GingerbreadHouse
- Post a photo of your favorite holiday meal or treat – #HolidayFeast
- Share a reflection on the year, what you're thankful for, or how you've grown – #YearInReview
- Highlight a charity or cause you're supporting this holiday season – #GivingBack
- Share a DIY holiday craft or decoration idea – #DIYHolidays
- Celebrate Christmas Eve (Dec 24) with a festive post or tradition – #ChristmasEveVibes
- Post a Christmas countdown or a photo of your advent calendar – #CountdownToChristmas
- Share a fun holiday playlist or your favorite holiday song – #HolidayTunes
- Post a photo of a snowy day or a cozy fire – #WinterWonderland
- Celebrate Christmas Day (Dec 25) with a warm, festive post – #MerryChristmas