



# *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 #Satuaryay #Caturday (for pet/lifestyle brands) #SaturdayMotivation #WeekendWarrior #SaturdaysAreFor... #SleepInSaturday</b>



# HASHTAG PLANNER







## POPULAR HASHTAGS

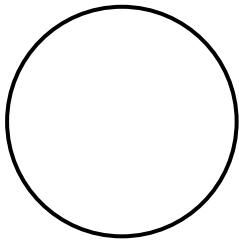
<b>Photo-Related</b>	#PhotoOfTheDay #InstaPhoto #PhotographyLovers #CaptureTheMoment #IGPhotography #SnapShot #PicOfTheDay #JustGoShoot #VisualsOfLife #CanonPhotography (or swap with #NikonPhotography / #iPhonePhotography based on your gear) #LensCulture #Shutterbugs #PhotographyDaily #CreativePhotography #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>	



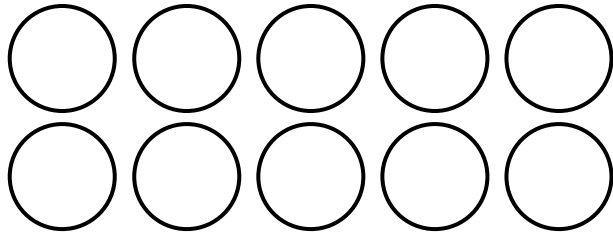
# INSTAGRAM STRATEGY

**MONTH:**

INSTAGRAM GOALS THIS MONTH	QUANTIFY
	
	
	



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:**





# 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?
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# INSTAGRAM POSTING CALENDAR

MONTH:

YEAR:

DATE	POSTING IDEA(S)	CAPTION SHOULD MENTION	HASHTAG(S)	IMAGE OR REEL	BOOST POST?
21					
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# INSTAGRAM SUCCESS TRACKER

MONTH:

YEAR:

POSTS IN ORDER OF POPULARITY	♡	💬	📌	TRAFFIC GENERATED
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# PINTEREST STRATEGY

**MONTH:**

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

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:**

☐☐☐☐

**POPULAR PINTEREST PROFILES TO FOLLOW:**

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**NEW BOARD IDEAS:**

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**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
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# PINTEREST PINNING PLAN

MONTH:

YEAR:

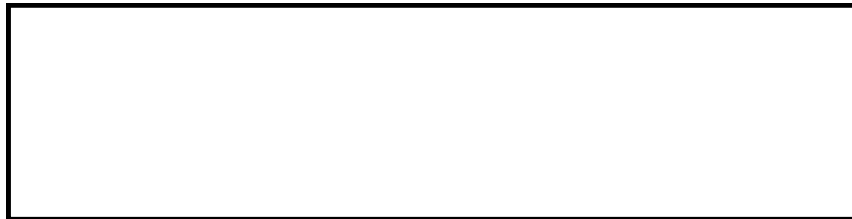
DATE	PIN IDEA(S)	CAPTION SHOULD MENTION	PRIMARY HASHTAG(S)	IMAGE NEEDED	BOARD
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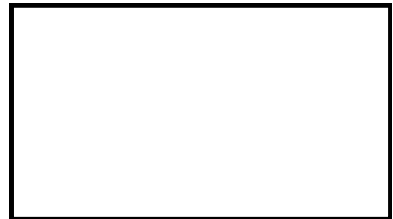
# FACEBOOK STRATEGY

**MONTH:**

FACEBOOK GOALS THIS MONTH	QUANTIFY
●	▶
●	▶
●	▶



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:**

●	●
●	●
●	●

**POPULAR FACEBOOK PROFILES TO FOLLOW:**

●	●
●	●
●	●



# 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?
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# FACEBOOK POST PLANNER

MONTH:

YEAR:

DATE	POSTING IDEA(S)	CAPTION SHOULD MENTION	PRIMARY HASHTAG(S)	PHOTO, VIDEO OR LIVE VIDEO	BOOST POST?
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# YOUTUBE STRATEGY

**MONTH:**

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

YOUTUBE BANNER (2560 X 1440)

AVATAR (800 X 800)

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

**HOW OFTEN TO POST:**

**# MONTHLY POSTS NEEDED:**

**CURRENT # SUBSCRIBERS:**

**WELCOME VIDEO:**

**PLAYLIST IDEAS:**

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

**COMMUNITY IDEAS:**

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

**CHANNELS:**

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



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



# YOUTUBE POSTING PLAN

MONTH:

YEAR:

DATE	VIDEO IDEA(S)	TITLE	DESCRIPTION SHOULD MENTION	LENGTH
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# YOUTUBE POSTING PLAN

MONTH:

YEAR:

DATE	VIDEO IDEA(S)	TITLE	DESCRIPTION SHOULD MENTION	LENGTH
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# X (TWITTER) STRATEGY

**MONTH:**

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

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:**

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**HASHTAGS TO USE REGULARLY**

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# 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
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# X (TWITTER) TWEETING PLAN

MONTH:

YEAR:

DATE	TWEET IDEA(S)	PRIMARY HASHTAG(S)	IMAGE NEEDED	POLL?	EMOJIS
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# SOCIAL MEDIA SUCCESS TRACKER

MONTH:

YEAR:

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

## MY EVENT GOALS

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
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# 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 – #SelfCareSunday
- Post 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