

2025

SUMMER CONTENT CALENDAR

HEY THERE!

We hope you find this content calendar useful in the coming months. The info is generalized, so feel free to make it your own and allow it to help you get more creative with your content. If you're busy, snag the idea and run! You can continue any other posts you normally do throughout the week. And at the end, we'd love to know how the content helped the performance of your social media channels. Be sure to follow the best practices, too!

BEST PRACTICES

- Always use images to capture attention that go along with your post.
- Post when your audience is mostly on social (use analytics and insights).
- Post 80% shareable, interesting content, 20% salesy content.
- Be sure all of your info is correct on the platforms you are using (hours, address, website, etc).
- If using Instagram, use the phrase "link in bio" when wanting to link.
- Use Ad dollars on your best performing posts and fan favorite products.
- Test out the best times for your audience by posting at varying times and on different days.

JULY 2025

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2 Post about July Specials, events or a service you want to promote.	3	4 Post an Independence Day Greeting	5
6	7 ▶ World Chocolate Day: Post about specials, features or an office treat.	8	9	10 ▶ Behind the Scenes of your business: "Here's what a typical week looks like here."	11	12
13 Share a customer testimonial who recently gave your business a 5 Star review.	14	15 Feature your employees who are celebrating milestones this month like work anniversaries.	16	17	18 Offer a choice to your customers for them to decide: Which design, which giveaway, which special, etc?	19  Why Do I Need a Website if I Have a Social Media Presence?
20	21 ▶ Post a "How To" Tip: How to sign up, How to order, How to get your size, How to pick your date, etc.	22	23 Share some user generated content: a photo of them wearing your product, a fun use, a meeting, etc.	24	25	26 ▶ Introduce your company to new followers with a quick "About us".
27	28 ▶ Offer a response to an often-asked question: how much is shipping, where do I park, do I need to make reservations, etc...	29	30 ▶ International Day of Friendship: offer referral specials or shout out "friends" of your business.	31		

AUGUST 2025

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

World Wide Web Day:
Tell people how to shop with you online!

2

3

Create a Limited Time Offer for your email customers only. Tout it on your social to get more emails.

4



Highlight your best-selling product or most requested service.

5

6

7

8



International Cat Day:
Everyone loves a good cat meme or pic of employees' feline pets.

9

10

Feature your employees who are celebrating milestones this month like work anniversaries.

11

12

Tuesday Teaser: Tempt customers with a new product reveal or give clues to upcoming sales/ services.

13

14

15

FAQ Friday: Answer a common question about your business or products.



16

The Little Social Media Details

17

18

19

20



Share Back to School Specials or brag about summer interns.

21

22

Showcase a before/after or a customer story.

23

Repurpose a top performing post from August last year or earlier this year.

31

25

26

National Dog Day:
Show some love to the cuddly canines who visit, rep your brand or your team's pets.

27

28

Share a customer testimonial who recently gave your business a 5 Star review.

29

30

SEPTEMBER 2025



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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Post a Labor Day Greeting

2

Create a Hello September post and share about this month's events, activities and specials.

3

4

5



Read a Book Day:
Post about books that inspire your employees, your industry or just for fun.

6

7

8

Write a "Back to Business" blog and answer some frequently asked questions with links in your comments.

9

10

Myth or Fact: Post about a topic that could use clarification in your industry.

11

12



Show us something interesting around your store, restaurant, or office.

13

14

15

Respond to a review or comment that may seem negative, but you can use to show excellent customer service.

16

17

18

Feature your employees who are celebrating milestones this month like work anniversaries.



33 Content Prompts to Fill Your Social Media Calendar

19

20

21

First Day of Fall Photo:
Try a unique point of view like out your front entry doors, from window, etc.

22

23



Share about a partner business and how you work together. Be sure to tag them!

24

25

26

27

28

Share about open positions. Not hiring? Give us a behind the scenes tour of your work van, warehouse, office, etc.

29

30

International Podcast Day: It's a great day to share about your podcast or to start one!

