



SPRING 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.



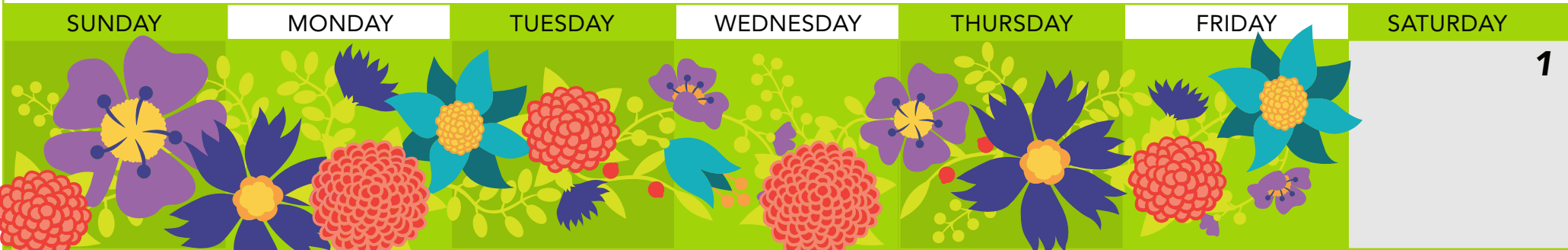
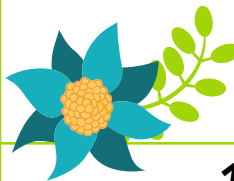
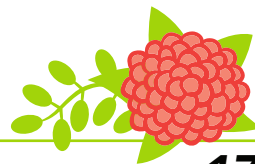

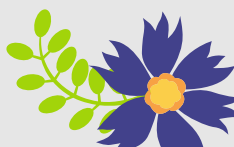
APRIL 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 <i>April Fool's Day:</i> Post a video of an industry related joke or a harmless office prank.	2 	3
4 <i>Easter Sunday:</i> Post a Spiritual Quote.	5 	6	7 <i>National Walking Day:</i> Share a photo or video of something interesting on your walk into the office.	8	9 Highlight a product or service through a blog or a video.	10 
11	12 	13 <i>International Plant Appreciation Day:</i> Share some of the plants around your office.	14	15 	16 Share a recent business success with a video or Reel.	17
18 	19	20 <i>Look-a-like Day:</i> Share some comparisons of your employees and their "celebrity look-a-likes"	21 <i>Administrative Professional's Day:</i> Highlight your office's Admin thanking them for all they do.	22 <i>Earth Day:</i> Share something your office does to help the environment.	23	24 
<i>Ask a question:</i> 25 This or That pictures (great for food, retail) or What do you want to know about "xxxx" (great for Prof. Services).	26	27 <i>Tell A Story Day:</i> Share a video or Reel sharing the origins of your business.	28 	29 Share a review or an interesting question from a recent client or customer.	30	

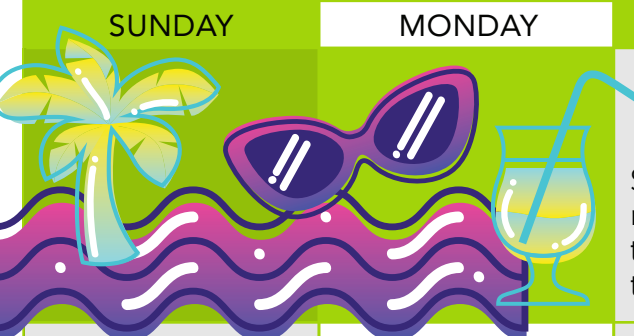
MAY 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						
2	3	4	5	6	7	8
		<p>Star Wars Day (May the Fourth Be With You): Post something Star Wars related.</p>	<p>Cinco De Mayo: Tacos? Margaritas? Share a pic of your celebration.</p>			
9	10	11	12	13	19	15
<p>Mother's Day: Share a post honoring the mothers of your office/business.</p>		<p>Share a new/exciting project. Maybe tease with a napkin sketch or a super close-up photo.</p>		<p>May is National Pet Month: Share photos of some of your employees' pets.</p>		<p>Armed Forces Day: Post a quote or honor a current employee who is/ was in the Armed Forces.</p>
16	17	18	19	20	21	22
		<p>Highlight another local business with a shout out and be sure to tag them!</p>			<p>Flashback Friday: Post an older picture of your business on opening day, your first client, first event, etc.</p>	
23	24	25	26	27	28	29
	<p>Feature an employee with a great picture and a short bio.</p>					
30	<p>Memorial Day: Share a post remembering the fallen</p>	31			<p>Celebrate the unofficial start of the summer with a picture or video.</p>	

JUNE 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Share a snippet of a recent blog with a link to the website to read the whole thing.	2	3	4 National Donut Day: Share your favorite donuts from a local bakery/business (enjoy them too).	5
6	7 Highlight a recent success story with your products or services.	8	9 Post an interesting fact about your industry.	10	11	12 Answer an FAQ via video/ Reel or graphic.
13	14	15	16 Share a client's "thank you", review or pic of them using your product, with permission.	17	18 June is National Candy Month: Celebrate with candy for the office, a local business or a client and be sure to document!	19
20 Father's Day: Post a quote or a picture of the "Dads" in the office.	21	22 Create a summer special, referral program or featured summer service and post about it!	23	24 Share a short video offering a behind scenes look at the everyday happenings at the office.	25	26
27 Feature an Employee OR a customer. "Jane has worked here for 30 years or Tom comes in every morning for coffee..."	28	29	30 Social Media Day: Share all of your social media links with your customers and go ahead and ask them to follow you.	