

---

# 2023

## 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 2023

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

▶ **April Fool's Day:**  
Post video of an innocent prank or share a favorite joke.

2

3

4

5

6

7

8

**Ask a question:**  
This/That, Fave Product,  
What do you think, etc.

▶ **National Walking Day:**  
POV video of a walk  
around your town.

Post about an  
upcoming event you're  
hosting or attending.

9

10

11

12

13

14

15

**Easter Sunday:**  
Post a Holiday quote or  
message.

▶ **National Pet Day:**  
Post pictures of office/  
employee pets.

Brag it up! Show off an  
employee, a new  
product, or a client.

▶ Office tour, parking  
tour, front door view...  
help your clients find  
you!

16

17

18

19

20

21

22

**National Tax Day:**  
Share a tax tip, post  
about a special, or  
basic reminder.

**National High Five  
Day:**  
Let's see those "High 5"  
videos!

▶ **Earth Day:**  
Show pictures of the  
beautiful Earth where  
you're located.

23

Scan or click  
for ideas:

24

25

26

27

28

29



30

Post a testimonial or  
5-star review from a  
client.

# MAY 2023

▶ = Great content for a Reel!


CREATED BY  GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b> Answer an FAQ via a vertical video. Put it in your Stories, too.	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b> <i>Cinco de Mayo:</i> post celebratory pics or a fun recipe.	<b>6</b>
<b>7</b>	<b>8</b> Post about a product or service that you offer.	<b>9</b>	<b>10</b>	▶ <b>11</b> <i>National Eat What You Want Day:</i> Post video featuring your employees' favorite comfort food.	<b>12</b>	Scan or click for ideas: <b>13</b> 
<b>14</b> <i>Mother's Day:</i> Share a post honoring the moms of your office/ business.	▶ <b>15</b> <i>Tell us a story:</i> about how your business started, a new idea, a client interaction, etc.	<b>16</b>	<b>17</b>	<b>18</b>	▶ <b>19</b> <i>Flashback Friday:</i> post a "remember when" picture or video.	<b>20</b>
<b>21</b>	<b>22</b> Post a testimonial or 5-star review from a client.	<b>23</b>	▶ <b>24</b> <i>National Scavenger Hunt Day:</i> Use it to create a special or an enter to win via web or in person.	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b> <i>National Hamburger Day:</i> Post a pic of your favorite!	<b>29</b> <i>Memorial Day:</i> Post a message or quote to commemorate the day.	<b>30</b>	<b>31</b> Post about upcoming events, specials, product launches.			

# JUNE 2023

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2 <b>National Donut Day:</b> Show off your donut related products OR office breakfast!	3
4	5	6 Share a snippet from your most recent blog.	7 <b>World Caring Day:</b> Celebrate today by recognizing and thanking those who go the extra mile.	8	9 Shout out a partner or neighbor business. Be sure to tag them!	10 ▶ Feature a service or product that needs a bit more attention.
11	12 Post a motivational quote that works for your industry.	13	14 <b>Flag Day:</b> Share a picture of the American flag in or around your office.	15	16	17 <i>Scan or click for ideas:</i> 
18 <b>Father's Day:</b> Share a post honoring the dads at your business.	19	20	21 <b>First Day of Summer:</b> Share a quote, an image, a special, anything to celebrate!	22	23	24 ▶ "Day in the Life" image or video. Show us your day to day at the store or office.
25	26	▶ 27 <b>National Sunglasses Day:</b> Show off your product or your team while sporting some sunnies!	28	29	30 <b>World Social Media Day:</b> Get your Social Media Calendar set up for the next quarter.	