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# 2024

## SPRING CONTENT CALENDAR

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### 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 2024

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b> ▶ <b>April Fool's Day</b> Pranks, jokes and Got-ya's make great video content for today.	<b>2</b>	<b>3</b> <b>World Party Day</b> Share about an office party, party products you sell, party food you make, etc.	<b>4</b>	<b>5</b>	<b>6</b> Introduce a new employee, shout out a new promotion or honor an employee for a job well done.
<b>7</b>	<b>8</b> Share a recent 5-star review as a graphic, with a picture of mentioned product or as a video.	<b>9</b>	<b>10</b>	<b>11</b> ▶ <b>National Pet Day</b> Show off those furry friends because the internet loves pets!	 <b>12</b> What to do when social media goes down.	<b>13</b>
<b>14</b> Share top menu items or feature a service or product.	<b>15</b>	<b>16</b>	<b>17</b> Use a popular blog from your website and break it up into 2 or 3 posts about that subject. No blogs? Write one!	<b>18</b>	<b>19</b> ▶ Answer a frequently asked question via video. Cell phone recording is totally acceptable!	<b>20</b>
<b>21</b>	<b>22</b> <b>Earth Day</b> Share about your Earth-loving programs, nature near your office or environmental volunteerism.	<b>23</b>	<b>24</b>	<b>25</b> Share a tip about your services or products like how to use, when to buy or who could benefit.	<b>26</b>	<b>27</b> Share about upcoming events. No events? Tell us about the company's upcoming plans for growth.
<b>28</b>	<b>29</b>	<b>30</b> ▶ Review Reels on Insta or FB and find a trend you could use for your business.				

# MAY 2024

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<p><b>1</b></p> <p>Host an "Ask Me Anything" via Stories or Live Video. Customers ask questions; You answer!</p>	<p><b>2</b></p>	<p><b>3</b></p>	<p><b>4</b></p>
<p><b>5</b></p> <p> Post about your Cinco De Mayo festivities around the office.</p>	<p><b>6</b></p> <p>Share a post from a local business you work with, an industry leader, a manufacturer, etc.</p>	<p><b>7</b></p>	<p><b>8</b></p> <p>Share a How-To video using your product or service in a unique or useful way.</p>	<p><b>9</b></p>	<p><b>10</b></p> <p>Share a recent 5-star review as a graphic, with a picture of mentioned product or as a video.</p>	<p><b>11</b></p>
<p><b>12</b></p> <p> <b>Mother's Day</b> Shout out all of the wonderful Moms who work for your business.</p>	<p> <b>13</b></p> <p>Organic Social Marketing vs Paid</p>	<p><b>14</b></p>	<p><b>15</b></p> <p>Feature a client who is a regular or one who is new to your business.</p>	<p><b>16</b></p>	<p><b>17</b></p>	<p><b>18</b></p> <p>Find a post from last year that performed well, use that idea for a current post.</p>
<p><b>19</b></p>	<p><b>20</b></p>	<p><b>21</b></p> <p>Write an opinion piece on industry news, community happenings or something inspirational.</p>	<p><b>22</b></p> <p> Show us your quirks: office mascots, odd foods in the kitchen, breaktime shenanigans, etc.</p>	<p><b>23</b></p>	<p><b>24</b></p>	<p><b>25</b></p> <p><b>National Wine Day</b> Restaurants, bars, wineries and office parties, this is your day!</p>
<p><b>26</b></p>	<p><b>27</b></p> <p><b>Memorial Day</b> Share a quote, pictures or a greeting honoring those who have given so much for the USA.</p>	<p><b>28</b></p> <p><b>National Hamburger Day</b> Do a burger feature, a burger giveaway or a burger contest among your employees.</p>	<p><b>29</b></p>	<p><b>30</b></p>	<p><b>31</b></p>	

# JUNE 2024

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

2


3

**National Leave the Office Early Day**  
Show video evidence of everyone enjoying an early out.

 **National Cheese Day**  
Post about cheese, about The "Big Cheese" at your company Or just have your employees "say cheese" for a pic.

5

6

 **7**  
Create a Day in the Life Of {your profession} video with interesting snippets of your typical day.

8

9

Share a recent 5-star review as a graphic, with a picture of mentioned product or as a video.

 **10**  
Benefits of Using an Agency for Social Media Marketing

11

12

Tell us your why: Why the business began, why you do what you do or sell what you sell.

13

 **14**  
**Flag Day**  
Fly the American flag across your social channels.

15

16

 **Father's Day**  
Shout out all of the wonderful Dads who work for your business.

17

**18**  
Ask a question or take a poll of your audience. Use the answers in upcoming posts as well.

19

20

**21**  
**National Selfie Day**  
This one sells itself! Selfies to fill your stories would be fun!

22

23

**30**

 **24**  
Create a "Did You Know" post and tell us a fact about your business, industry or products.

**25**  
Share a post from a partner business, fellow chamber member, a great lunch you had at a local restaurant, etc.

26

**27**  
**Throw Back Thursday**  
Share a "before" picture, remember when or history of your company.

28

**28**

29

**National Camera Day**  
Pics of your camera, show off your talent with your camera, etc.