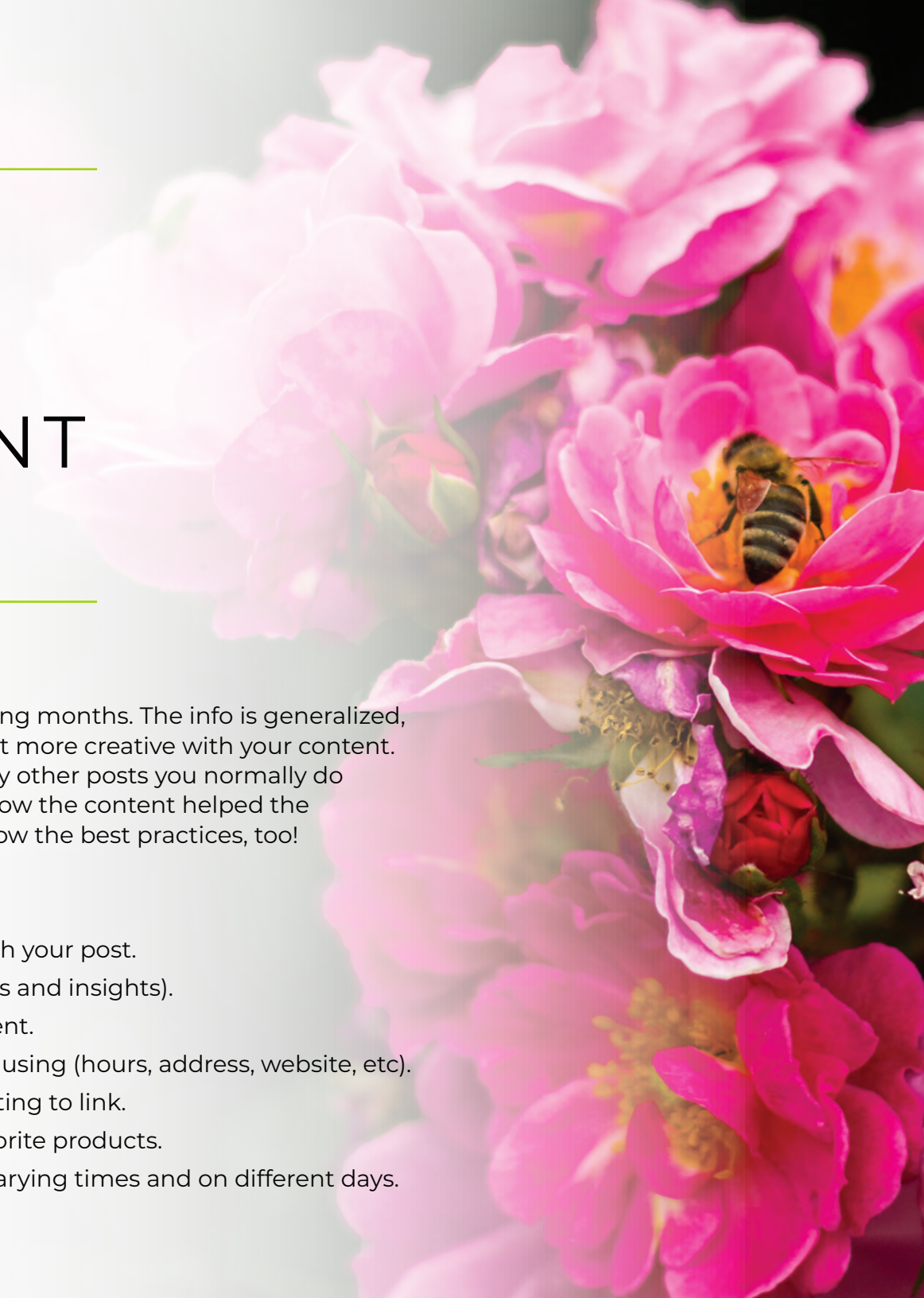

2025

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 2025

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<p>▶ 1</p> <p>April Fool's Day: People love to laugh so share video/ pics of office foolery!</p>	<p>2</p>	<p>3</p>	<p>4</p> <p>Highlight a product or service specific to your company that you wish more people knew about.</p>	<p>5</p>
<p>6</p>	<p>7</p> <p>Post an industry related Motivational Quote with an image.</p>	<p>8</p>	<p>▶ 9</p> <p>Share a recent 5 Star Customer review. Bonus points for getting it on video from the patron!</p>	<p>10</p>	<p>11</p>	<p>▶ 12</p> <p>Share Behind-The-Scenes processes of crafting, delivering or designing your product or service.</p>
<p> 13</p> <p>How to Use QR Codes for Business</p>	<p>14</p>	<p>15</p> <p>Teach us: how to use your product or why we should use your service!</p>	<p>16</p>	<p>▶ 17</p> <p>National High Five Day: Get creative & get your team and customers involved. High five for a discount, maybe?</p>	<p>18</p>	<p>19</p>
<p>20</p> <p>Easter: Post a greeting or inspirational image.</p>	<p>21</p>	<p>22</p> <p>Ask a question to gather info from your audience: "this or that", "what should we make next", etc.</p>	<p>23</p>	<p>24</p>	<p>25</p> <p>Create a quick, one-day sale on your product or service and post it everywhere!</p>	<p>26</p> <p>Introduce us to new employees or ones who are celebrating a milestone.</p>
<p>27</p>	<p>28</p>	<p>▶ 29</p> <p>International Dance Day: Video of dance breaks, secret sales for a two-step... have fun and interact with your audience!</p>	<p>30</p>			

MAY 2025

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Tease us with events, promotions and new product coming up this month.

2



How to Handle Online Negative Comments

3

4

5

6

Share content posted by a user with their permission, ie video of them using your product.

7

8

9

Fun Fact Friday: Share a fun fact about your industry, business or owner.

10

National Small Business Day: Post about why you started your business and highlight your team!

11

Mother's Day: Highlight the moms in your company or a greeting to the ones who are customers.

12

13

14

15

National Chocolate Chip Cookie Day: Bake some, share some, sell some and be creative!

16

17

18



Turn a snippet of a recent blog post into a Reel or series for your Stories.

19

20

21

Give a shout out to a neighbor or partner business and be sure to tag them.

22

23

Share a recent 5 star review that was posted on Google.

24

25

Memorial Day: Post a Patriotic quote, image or sentiment.

26

27

28

Post a view from an office window, from your reception desk, from the parking lot or anything interesting.

29



Remind people how they can get on your email/ mailing list for your newsletter.


30

31

JUNE 2025

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 Get everyone excited for summer with promotions, plans and events for your company.	4 ▶ Share an industry expert tip that would help your clients and customers.	5	6 Create a graphic using a recent 5 star review and thank the person for posting.	7
8	▶ 9 Praise your loyal customers with a discount, special events or even just a video "thank you".	10	11  Use Online Images Correctly	12	13	14 <i>Flag Day:</i> Show off your Red, White, and Blue!
15 <i>Father's Day:</i> Highlight the dads in your company or a greeting to the ones who are customers.	16	17 Share information for new followers: parking, hours, how to order, how to sign up, etc.	18	19	▶ 20 Give us a tour of your office, warehouse, delivery truck, etc.	21
22	23 Offer interesting info about your company via a "Did You Know?" post.	24	25	26 <i>National Handshake Day:</i> Shake hands, make friends and have fun!	27	▶ 28 Blooper Reel! Share fun mistakes and guffaws from the last 3 months of video-making.
29	30	