



WINTER CONTENT CALENDAR

2023

HEY THERE!



We hope you find this content calendar useful in the coming months. The info is generalized, so feel free to get creative with it. Use the QR codes each month for BONUS content and helpful tips. 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.
 - 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.
- * Click the QR codes or scan them with your phone.

JANUARY 2023 ▶ = Great content for a Reel!


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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 New Year's Day: Post a New Year Greeting!	2	3 ▶ Post a recap of last year or a "Projections for 2023" update.	4	5	6	7 Post a picture of your top selling item of '22 or answer your most asked question.
8	9	10 Recognize a stellar employee!	11	12	13 ▶ National Rubber Ducky Day: Sing a song, do a ducky photoshoot, etc.	14 ▶ National Dress Up Your Pet Day: Let's see pics and videos of your pets!
15	16 <i>Martin Luther King Day</i>	17	18 Post a client review, bonus points if they do it on video.	19	20	21 <i>Scan or click for ideas:</i> 
22	23	24 International Day of Education: Teach your followers something via blog or video.	25	26	27 Post an inspirational quote that fits with your industry.	28
29 ▶ Post a pic or Reel of your POV... your office, a project, etc.	30	31 Use a past blog from your website and turn it into a post.				

FEBRUARY 2023

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 <i>Groundhog Day</i>	3	4 ▶ Highlight a Product or a Service that you provide.
5	6	7 Scan or click for ideas: 	8	9	10 <i>National Umbrella Day:</i> Post a fun pic of the team posing with umbrellas.	11
12	13	14 <i>Valentine's Day:</i> Post a Greeting to your followers!	15	16	17 ▶ <i>National Random Act of Kindness Day:</i> Post a video of you making someone's day.	18 <i>National Drink Wine Day:</i> Post a "cheers" pic!
19	20 <i>Presidents' Day</i>	21 ▶ <i>Mardi Gras:</i> Show off your celebratory treats.	22	23	24 Show us your menu: food, drinks, services, etc.	25
26	27 Remind people of your hours, especially if they've changed this year.	28 ▶ Use a past blog from your website and turn it into a post.				

MARCH 2023

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 Scan or click for ideas: 	3	4
5	6 Share a 5 Star Review from Google, Facebook or other source.	7	8 <i>International Women's Day</i>	9 ▶ Post a "how-to" video or step by step instructions for a product, service, etc.	10 <i>National Pack Your Lunch Day:</i> Show us those creative lunches!	11
12	13 Post about the most visited page on your website, homepage not included.	14	15	16	17 ▶ <i>St. Patrick's Day:</i> Show off your green to your followers.	18
19 Research a trending sound for Insta/ Facebook Reels and use it to post about ANYTHING!	20 <i>First Day of Spring</i>	21	22 ▶ <i>National Goof Off Day:</i> Video or pics of the team embracing the day!	23	24 ▶ <i>National Cocktail Day:</i> Shake it, blend it, pour it and then show it off.	25
26	27 Answer a Frequently Asked question via vertical video.	28	29	30	31 Use a past blog from your website and turn it into a post.	