



SUMMER 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.
- When linking to your website on Facebook, use just a snippet as your post and then put the link in the first comment under your post.



JULY 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 <i>Guest blog:</i> Swap blog topics with another business, you write theirs, they write yours. Post snippets.	2 	3
4 <i>Independence Day:</i> Wish your customers a happy 4th of July.	5 <i>Independence Day Observed:</i> Share your adjusted hours with your customers.	6 	7	8	9 Caption This! Post a fun photo of your products or employees and ask your followers to write a caption.	10
11	12	13 Feature an employee with a great picture and a short bio.	14	15 <i>Get to Know Your Customers Day:</i> Highlight a frequent customer and thank them.	16 	17 <i>World Emoji Day:</i> Share what you do using only emojis. Get creative.
18	19 	20	21 Answer an FAQ via video/ Reel or graphic. Ready to try it LIVE?	22 	23 Highlight another local business with a shout out and be sure to tag them.	24
25	26	27 Share a vacation/ staycation pic from one of your employees.	28	29 <i>Scan or click for ideas:</i> 	30 <i>International Day of Friendship:</i> Give some thanks to your loyal friends!	31

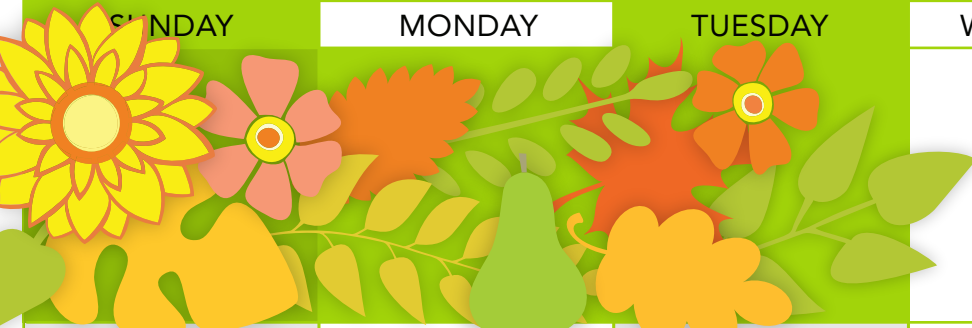
AUGUST 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 	3 Post a little known/ interesting/ funny fact about your industry.	4	5	6 National Water Balloon Day: Film a fun video of your sign/co-worker being hit with a water balloon. But be nice!	7
8	9	10	11 GO LIVE! Use Facebook or Instagram to go live and discuss a frequently asked question about your business.	12 	13	14 National Bowling Day: Show off a team trip to the bowling alley or get creative with "office bowling".
15	16	17 <i>Scan or click for ideas:</i> 	18	19 World Photo Day: Have employees or customers submit their favorite photos (family, pets, landscapes, etc).	20	21
22	23 Share a short video offering a behind scenes look at the everyday happenings at the office.	24 	25	26	27 News RoundUp: Post a blog on your website talking about what's new and exciting in your business/ industry.	28
29	30	31 Eat Outside Day: Have an Office Picnic and post a pic! Watch out for bears wearing neckties.				

SEPTEMBER 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 Celebrate the end of Summer with a video montage/ collage of your favorite moments.	4
5	6 <i>Labor Day:</i> Quote or Greeting to celebrate the holiday.	7	8	9 Share a snippet of a recent blog with a link to the website in comments to read the whole thing.	10	11 Post a remembrance post for those lost in the September 11th Attacks.
12	13	14 Invite your clients to post about their business in the comments for some networking.	15	16	17	18 <i>Scan or click for ideas:</i> 
19	20 <i>National Pepperoni Pizza Day:</i> Order from your favorite Pizza place and give them a shout out!	21	22 <i>First Day of Fall:</i> Fall quote, fall picture, fall pun.	23	24 <i>Flashback Friday:</i> A pic or video from the early days of your business. New business? Try a "guess the baby pic" of your employees.	25
26	27 Post about your top service/ product/menu item. Fan faves get people talking!	28	29 <i>National Coffee Day:</i> Share your office's coffee setup or your favorite local coffee shop.	30 