

CREATED BY



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# 2023

## SUMMER 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.
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- The background of the page is a photograph of a tropical beach. In the foreground, there are palm fronds hanging down from the top right. The beach is sandy and leads to clear, turquoise water. In the distance, there are some people and a white canopy on the beach under a blue sky with light clouds. A green plant is visible in the bottom right corner.

# JULY 2023

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Share about specials, events or adjusted hours for the Holiday.

2

3

4



**4th of July**  
Post an Independence Day greeting to your followers.

5

6

**National Fried Chicken Day:** Show pics of office lunch or restaurant specials.

7

8

9

10

Share a 5-star review about your business and shout out the reviewer!

11

12

13



Current situation or POV post: great for project progress or working from the beach.

14

15

16

17

Brag about an employee or a client. People LOVE posts about people.

18

19

**National Hot Dog Day:** Hot dog cook off or Open house with free hot dogs!

20

21

Scan or click for TIPS:

22



23

24



Highlight a lesser-known product or service in your business.

25

26

27

28

**System Administrator Appreciation Day:** Shout out the IT and System pros who keep you connected!

29

30



31

Answer an FAQ.

# AUGUST 2023

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>1</b> Introduce yourself or your business for new customers/ clients.	<b>2</b>	<b>3</b>	<b>4</b> <i>National Chocolate Chip Cookie Day:</i> post a recipe, a special cookie delivery or a platter in the breakroom. ▶	<b>5</b>
<b>6</b> ▶ Teach your audience something about your business, industry, products, etc.	<b>7</b>	<b>8</b>	<b>9</b> Introduce new employees or post a job opening. Have neither? Share who has been longest employed.	<b>10</b>	<b>11</b> Scan or click for TIPS: 	<b>12</b> Post a snippet from an informative blog
<b>13</b>	<b>14</b>	<b>15</b> ▶ Shout out one of your clients or a fellow business.	<b>16</b> <i>National Tell a Joke Day:</i> Memes, puns, knock knock jokes are all great choices!	<b>17</b>	<b>18</b>	<b>19</b> <i>World Photography Day:</i> post a great pic of your employees or products. Get creative!
<b>20</b>	<b>21</b>	<b>22</b> ▶ Answer a Frequently Asked Question	<b>23</b>	<b>24</b> Share about policies, procedures, hours, etc.	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b> Share a motivational quote that pertains to your business.	<b>29</b>	<b>30</b>	<b>31</b>		

# SEPTEMBER 2023

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

2

Feature a service or product.

3

4

**Labor Day:** Share a Labor Day greeting. Remind about changes to office/ open hours or specials.

5

6

▶ Give a video tour of your store or office.

7

Ask your customers a question: this or that, which do you prefer, etc.

8

9

10

Re-use old content in a new way: post to video, blog to quote, video to picture, etc.

11

12

▶ Feature employees' habits: What do they eat for lunch, morning drinks, outfits, etc.

13

14

15

**Online Learning Day:** Give one of your best tips, tricks or hacks for your business/ industry.

16

Scan or click for TIPS:



17

18

19

Share a review and shout out the customer who left it.

20

21

22

▶ Do a Timelapse video: Show a set up/tear down, product creation or view from the office window.

23

24

25

26

Share about your email newsletter or insider discounts and how followers can sign up.

27

28

**National Coffee Day:** Post about your employees'/ customers' faves or sending a cup of joe as a delivery to clients.

29