

# 2024

## SUMMER CONTENT CALENDAR

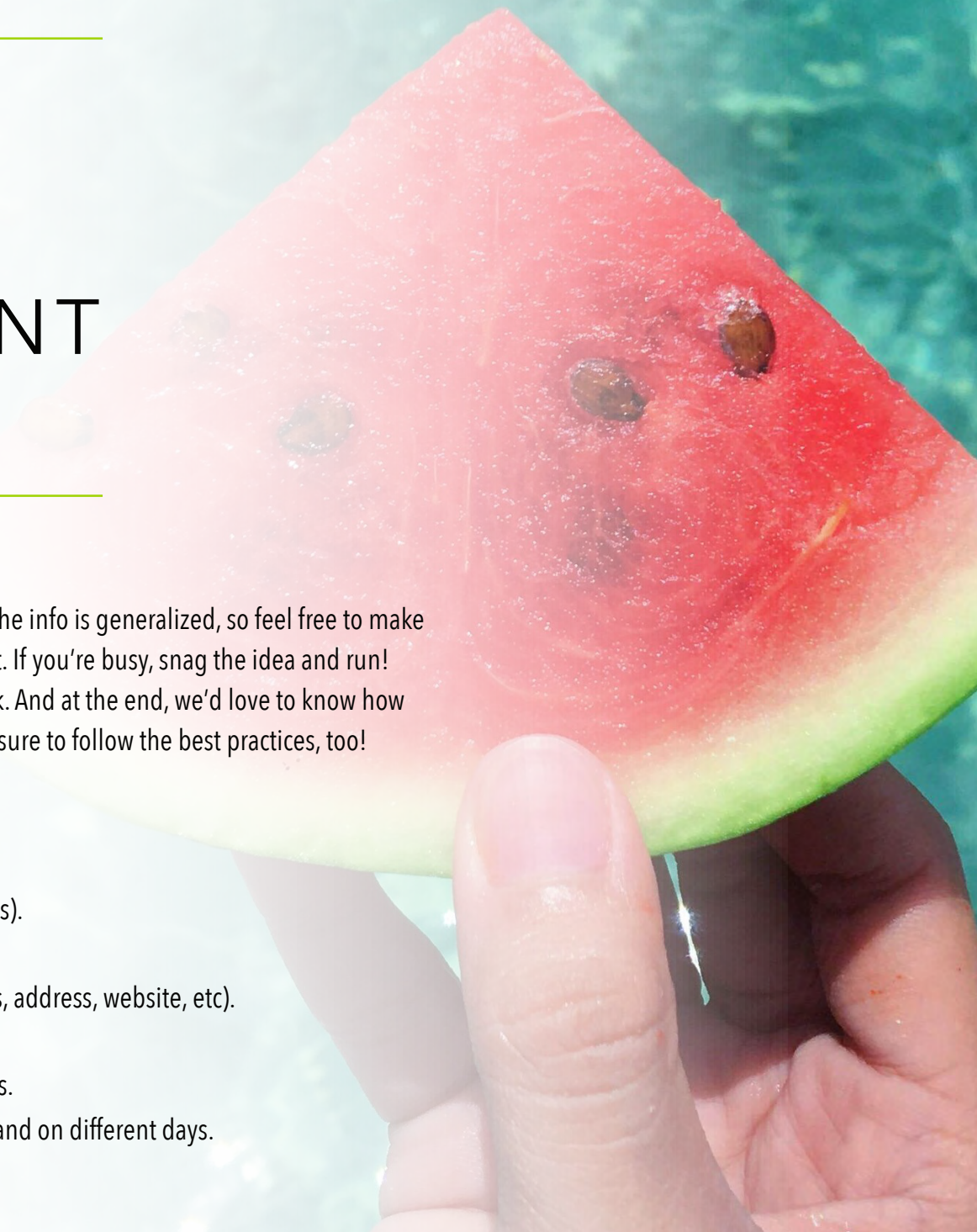
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### HEY THERE!

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.



# JULY 2024

▶ = Great content for a Reel!!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 ▶ <i>Post a 4th of July celebration greeting.</i> Fireworks videos are great!	5	6
7 <i>World Chocolate Day:</i> Post chocolate recipes, chocolate tasting parties, chocolate specials.	8	9	10 Host "Christmas in July" Specials, Events, Giveaways, Contests, etc.	11	12 Tell us about a service or product that your company offers.	13
14	15 <i>Give Something Away Day:</i> Post freebies and specials for your business.	16	17 Recognize an employee for years of service or a job well done.	18	19 	20
▶ 21 <i>National Ice Cream Day:</i> Share staff's favorite flavors, host an ice cream social, share a sundae recipe, etc.	22	23 Share about daily or weekly specials. Or answer a frequently asked question.	24	25	▶ 26 Tell us your company's mission. This makes a great video!	27
28	29 <i>Motivation Monday:</i> Share a quote or a picture of something/ someone who motivates you.	30				

# AUGUST 2024

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

**World Wide Web Day:**  
Online companies unite!  
Share about your  
website's great features.

2

3

4

**Give some advice about your business:** where to park, how to schedule, how to complete purchase, etc.

5

6

7

8

▶ **International Cat Day:**  
Social media loves cats  
so let's see some office/  
employee pets.

9

10

▶ **National Lazy Day:**  
Pictures or videos of how  
your staff takes a lazy day  
out of (or in) the office.

11



12

13

14

15

**Back to school time!**  
Share specials, events,  
thank your summer  
staff, etc.

16

17

▶ **National Tell a Joke Day:** Share a joke to  
your followers and ask to  
hear ones from them.

18

Show us pics of your  
office, store, restaurant,  
etc, perfect for World  
Photo Day!

19

20

21

Brag about your  
business! Awards you've  
won, goals you've met,  
improvements you've  
made.

22

23

24

Shout out an employee,  
especially if they were  
mentioned in a review!

25

26

27

**Poll Your Audience:**  
Give 2 options (of  
flavors, colors, styles,  
etc) and ask which they  
like better.

28

29

30

31

▶ Tell us about your logo  
or business name and  
how it came to be.



# SEPTEMBER 2024

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 <i>Post a Labor Day Greeting</i> with reminders about hours, especially if they are adjusted for the holiday.	3	4	5 ▶ Share important info with new followers. Welcome greeting, explain your business model, shipping times, etc.	6	7 Post a snippet from an informative blog. No blog? Write one!
8	9	10 Invite your followers to sign up for your emails so they receive your newsletters, specials and more.	11	12 	13	14 Post an answer to a Frequently Asked Question.
15	16	17 ▶ Create a Reel using trending music, audio or style to see if you get more engagement than usual.	18 Tell us your why: Why the business began, why you do what you do or sell what you sell.	19	20 Share an industry tip or insiders secret that your followers would find useful.	21
22 ▶ <i>First Day of Fall:</i> Share a greeting!	23	24 Share a 5 star review.	25	26 <i>Post about your employees:</i> Anniversaries, New Hires, Retirees, etc.	27	28
29	30 Share about events you're hosting or that are happening in your area. Tag the hosts.					