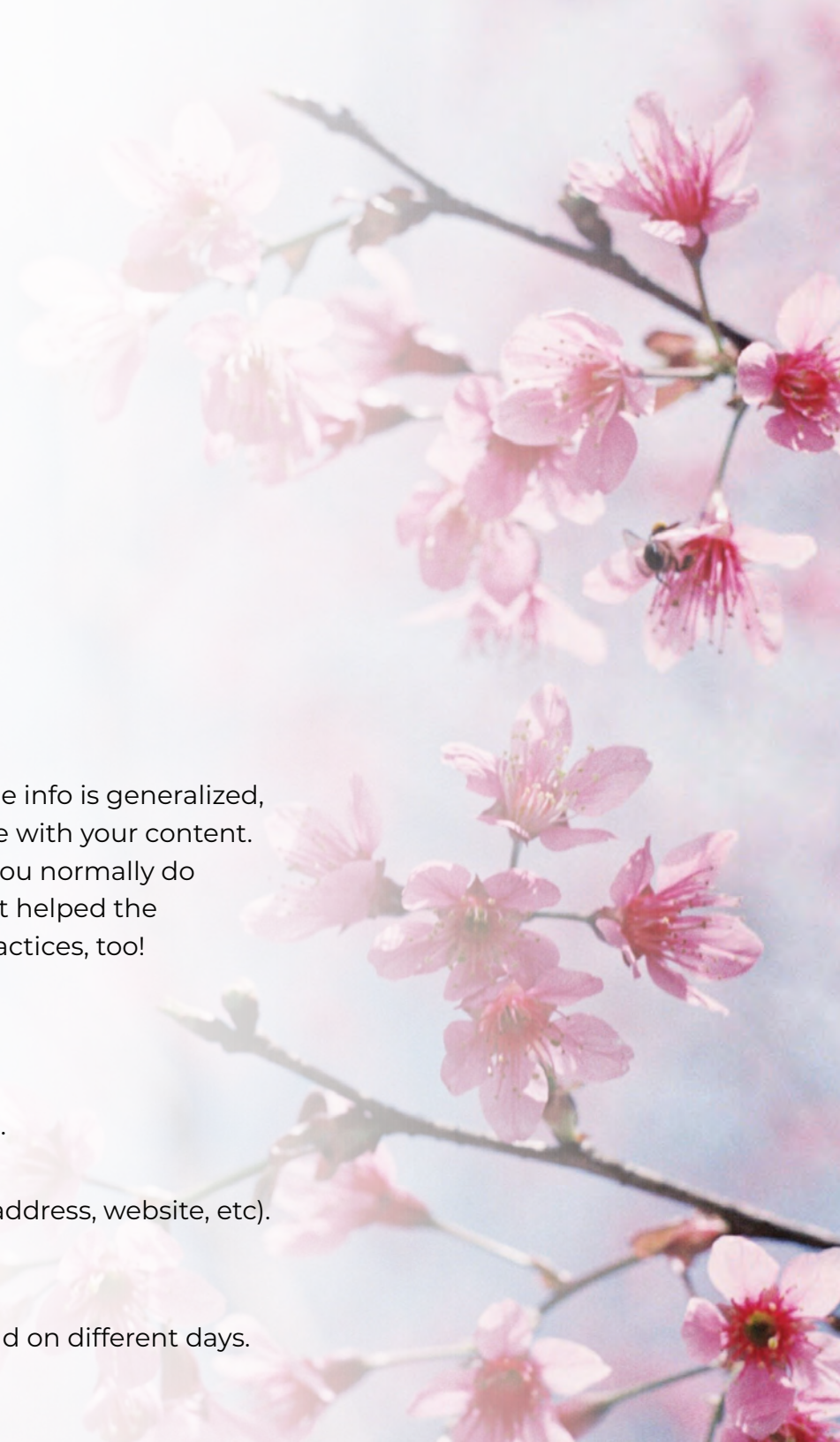

2026

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.
- 
- A soft-focus background image of pink cherry blossoms on dark branches. A small bee is visible on one of the flowers in the lower right quadrant. The overall tone is bright and spring-like.

APRIL 2026

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

2



Post 3 things most people don't know about your industry.

3

4

5

Easter: Post a greeting, inspirational message or pictures from your events.

6

Ask your audience a question about their biggest challenges that you can solve. Use Stories to highlight top Qs.

7

8

Before & After: Share how your company solved a problem or created something new.

9



Share "3 Things You Should Update Right Now" that fits in with your expertise.

10

11

Post about an employee/s to highlight their achievements, anniversaries, etc.

12

13

14

Share a 5 Star Customer Review



15

You Need More Pictures

16

National Wear Your Pajamas To Work Day: Have some fun and show us pics and video!

17



Make a video for the "#1 Mistake People Make When..." and how your company can help.

18

19



Make a video explaining how your company does things differently than your competitors.

20

21

22

Earth Day: Celebrate our beautiful Earth with a message from your company or a quote.

23

Write a blog titled "If You're Thinking About {industry related product or service}, Read This First." Share snippets from blog as posts.

24

25

26

Answer a Frequently Asked Question that would benefit your audience.

27

28

29

Fill those books! Post about available openings, upcoming specials or a service you'd like to sell next month.

30

Show us something new! New product, new employee, new website, new process, etc...



MAY 2026

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Share about events this month that you're hosting, attending or that are happening in your community.

2

3

▶ Share a video about why/how your business was started or goals/plans for your clients.

4

Get some engagement! Ask customers to post pics of themselves using your product, dining at your restaurant, etc.

5

6

7

Share a 5 Star Review - Bonus points if it mentions an employee who went above and beyond.

8

9

▶ **It's National Small Business Week:** Celebrate yours with pictures or a video!

10

Mother's Day: Wish a Happy Day to all the moms who work at your company or who are customers.

▶

11

Start a Series about your Services explaining the benefits of each one. Use in stories or post over several days.

12

13

Check-in: Based on your business, ask if your clients are where they want to be with {your product or service}.

14



15

Use Social Media to Your SEO Advantage

16

17

18

Share this month's employee anniversaries, celebrations or notable dates.

▶

19

Post "A Day in the Life of" and follow an employee around for the day sharing their roles/responsibilities.

20

21

Share about specials, closings, changes in hours, etc for the upcoming holiday.

22

23

24

25

Memorial Day: Post a patriotic greeting.

26

▶ Give us a tour of your office, parking lot, the street where your business lives or something interesting around your town.

27

28

Explain your process to someone who might be new to your business OR post your menu.

29

Post about specials, promotions or popular services as you head into the summer months.



30

31

JUNE 2026

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Share 3 unique ways to use your product or service or why to visit your business.	2	3	▶ 4 Find a post from 1st quarter that you wish had more reach and rework it as a video (or video to a graphic).	5	6 Share a 5 Star review that mentions a product or service you specifically want to promote.
7	8 Tell us about your location: What larger towns are you near, where to park, is it walkable, etc.	9	10 National Iced Tea Day: Everyone knows someone who loves Iced Tea! Use it for engagement.	11 Tease a new blog or feature on your website and encourage people to visit your digital address. Use comments or bio for links.	12	13
14 Flag Day: Post a Patriotic sentiment or picture of the American Flag.	 15 Use AI for Social Media	16 Poll your audience and find out what questions they have for you: how to use product, what menu item you should bring back, etc.	17	▶ 18 Post 5 fun facts about your company, products or employees. Also post in stories.	19	20
21 Father's Day: Wish a Happy Day to all the dads who are your staff, customers, etc.	22 Celebrate Summer relating your business to warm season activities, events or products.	23	▶ 24 Shout out top performers in your company and don't forget about big work anniversaries.	25	26	27 Post a picture of your menu, new flavors, color options, a service process or something informative about your industry.
28	29	30 Write a mini- blog and create a series of graphics to go with it: "Before you buy {your product or service} consider these 3 things."	