

2026

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.



JULY 2026

▶ = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<p>1</p> <p>Share your favorite summer product, service or offer and explain why customers love it.</p>	<p>2</p>	<p>3</p> <p>Tell your audience about upcoming summer events, festivals or community activities your business supports.</p>	<p>4</p> <p>Independence Day: Share a patriotic greeting, team photo or community celebration.</p>
<p>5</p>	<p>6</p>	<p>7</p> <p>Post a 5-Star Review and explain how your team helped solve that customer's problem.</p>	<p>8</p>	<p>▶</p> <p>Share "3 Things You Can Do This Summer to..." related to your industry or location.</p>	<p>10</p> <p>Introduce a team member and tell us something unique about them OR post about all the team in stories throughout the day.</p>	<p>11</p>
<p>12</p>	<p>13</p> <p>Before & After: Show a transformation, completed project, customer success story or process improvement.</p>	<p>14</p>	<p>15</p> <p>Give Something Away Day: Run a contest, offer a Freebie with purchase, etc.</p>	<p>▶</p> <p>Create a video answering the question: "What does a typical day look like at our business?"</p>	<p>17</p>	<p>▶</p> <p>Share a common myth about your industry and explain the reality (think cost, time, effort, etc).</p>
<p>19</p> <p>National Ice Cream Day: Celebrate your team/ customers with Ice Cream and share about it.</p>	<p>20</p> <p>Ask your audience a fun summer-themed question for engagement.</p>	<p>21</p>	 <p>22</p> <p>Why Consistency Matters More Than Perfection in Marketing</p>	<p>23</p>	<p>24</p> <p>Give behind-the-scenes look at how your products are made or services are delivered.</p>	<p>25</p>
<p>26</p>	<p>▶</p> <p>Answer a Frequently Asked Question from customers.</p>	<p>28</p>	<p>29</p> <p>Post about openings, specials, appointments or services you'd like to fill next month. Post booking link in comments.</p>	<p>30</p>	<p>▶</p> <p>31</p> <p>Share one thing that may surprise your customers about your business or team members.</p>	

AUGUST 2026

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Share your most popular product, service or menu item and explain why customers choose it.

2

3

4

Post a quick tip that can help customers save time, money or frustration (like shipping times, wait times, parking etc.)

5

6

Share a 5-Star Review highlighting great customer service. Use a pic of the employee if it mentions one.

7

8



Show off your workspace, showroom, office, equipment or company vehicles.

9



10

National Lazy Day: Be creative and document a fun, lazy themed day at the store or office (PJs, Nap Time, catered food, etc).

11

Post "Meet the Team Tuesday" and spotlight an employee. This a great series if you have a larger team, too,

12



13

Create a video explaining the biggest mistake people make before hiring a company in your industry.

14



15

7 Signs Your Company Has A Marketing Problem

16

17

Ask your audience for feedback on new products, services they wished you offered, different hours, etc.

18

19

It's World Photo Day: Share a project, product or accomplishment you're particularly proud of.

20

21

Do a "What We Wore to Work" Fashion show for employees.

22

23

24

25

Back-to-School Season: Share products and services that support students, teachers and schools.

26



Share 5 Fun Facts about your company, employees, or industry.

27

28

Post about community involvement, sponsorships, charities or local partnerships.

29

Share your plans, events or exciting projects for the fall season.

30

31


SEPTEMBER 2026

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1 Welcome September and talk about what's ahead this month. Post new menu items, flavors, options, etc.	2	3 Share a customer testimonial or success story with photos if possible.	4	5 ▶ Create a video: "3 Signs It May Be Time to Upgrade, Repair, Replace or Reconsider..." based on your industry.	
6	7 Labor Day: Thank your employees, customers and hardworking community members.	8	9 Share a lesson you've learned from serving customers over the years.	10	11 Highlight a product, service or feature customers often overlook.	12	
13	 How to Stand Out From Your Competition on Social Media	14	15 ▶ Share a day-in-the-life video following an employee. Create one for each department if that fits your biz.	16	17 Answer a Frequently Asked Question you typically get this time of year.	18	19 ▶ Share a behind-the-scenes look at a current project.
20	Fall Begins: Connect your business to seasonal needs, trends or opportunities. OR just post a beautiful Fall picture with a quote.	21	22	23 ▶ Welcome new followers and share how to order, schedule appointments, where to park, when to call, etc.	24	25 Share a 5-Star Review that mentions a product or service you'd like to promote.	26
27	28 Show before-and-after photos by looking way back: The old office, the old computers, the old designs, etc.	29 Share employee anniversaries, milestones or achievements.	30 Fill those books! Promote appointments, consultations, events, specials or openings for October.	