



# 30 DAY SOCIAL MEDIA CALENDAR

POST CONTENT IDEAS




# WELCOME


Thank you for downloading this social media content calendar!

Thinking of what to post each day can be difficult. Here are 30 days worth of content ideas to post on social media. Remember the goal of social media is to engage, educate, entertain and endorse and to keep it social!



**HELLO, I'M JO**  
**WEB DESIGNER**

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Hello! I'm Jo, Web Designer & Founder of Jo to the Web Solutions.

Based in Halifax, Nova Scotia and serving clients globally, I specialize in custom web design and e-commerce websites that help businesses thrive online.

Read more about me and see examples of my work. If you have any questions or would like help with a new website, let's connect!



LET'S CONNECT

# 30 DAYS OF CONTENT TO POST ON SOCIAL MEDIA

1	2	3	4	5
Show your workspace	Share a quick tip	Post your favourite quote	Ask a question (poll, fill in the blanks, etc)	Share a fun personal fact
6	7	8	9	10
Share your favourite business tool(s)	Post a "behind-the-scenes" pic	Post a testimonial	Highlight a feature of a product	Show a before & after
11	12	13	14	15
Share a time-saving tip or productivity hack	Promote your email list (and your freebie)	Do a "Meet the Maker" with 5 tips about you	Funny story or picture	Share advice for an industry struggle
16	17	18	19	20
Shout-Out (and tag) someone who has inspired you	Answer 3 FAQs	Promote a special offer	Share your business's vision/mission	Post a funny pic specific to your niche
21	22	23	24	25
Why you started your business	Provide a Step by Step "How-To" specific to your niche	Post about a trending topic	Promote your website	Share the story of your business name
26	27	28	29	30
Give a shout out to a partner or local business	Post a pic of your business in action	Promote another social media platform	Post something personal	Thank your followers