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content calendar

Awesome content ideas for social media

SUNDAY	MONDAY	TUESDAY	WEDNESDAY
FAQ	Inspiration/ Motivation	Product/Service Highlight	Tips & Tricks

THURSDAY	FRIDAY	SATURDAY
Company's Mission	Behind The Scenes	Employee Spotlight

january   **may**   **september**
february   **june**   **october**
march   **july**   **november**
april   **august**   **december**

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Inspiration/Motivation/Encouragement

- Quote
- Clever idea or action step
- Fill-in-the-blank
- Announcement (new product/feature/event/etc.)

Product/Service Highlight

- Informative post about your product/service
- Show off your product/service in action with a Reel
- Repost other people's content using your product/service
- Announcement (new product/feature/event/etc.)
- Giveaway of your product/service discount
- Share your podcast
- Giveaway a freebie

Tips & Tricks

- Share your productivity tip
- Tips about using your product/service
- Repost others content using your product/service
- Announcement (new product/feature/event/etc.)
- Giveaway of your product/service discount

Company's Mission

- Share your company's story
- Progress
- Goals/vision
- Reviews/testimonials
- Short form video on company culture
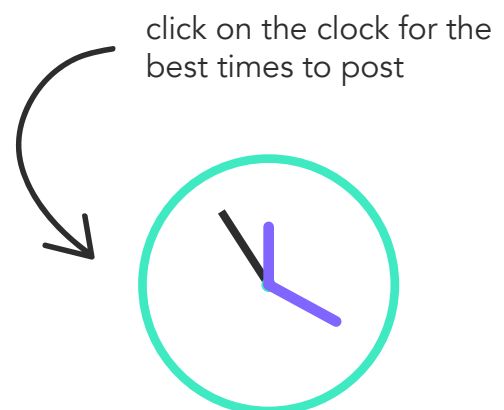- Share a lesson/experience
- Values/mantras/sayings/quotes

FAQ

- Ask your followers a question in IG stories
- Request feedback
- Do a live FAQ
- Share your podcast/blog post

Employee Spotlight

- Highlight your employees
- Team post
- Team building
- Employees in action

Behind The Scenes

- Behind-the-scenes of making your product
- Show your team in action
- Share your workspace

click on the clock for the
best times to post

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Best posting time for common platforms

Once per day, no more than 3 times.
Sunday: 10:00 a.m. to 2:00 p.m.
Monday: 11:00 a.m. to 5:00 p.m.
Tuesday: 5:00 a.m., 9:00 a.m. to 6:00 p.m.
Wednesday: 5:00 a.m.,11:00 a.m. and 3:00 p.m.
Thursday: 5:00 a.m., 11:00 a.m. and 3:00 to 4:00 p.m.
Friday: 5:00 a.m., 9:00 a.m. to 4:00 p.m.
Saturday: 11:00 a.m.

14 times per day, from midnight to 10:00 p.m. Central, not more than once per hour; seven times per day on weekends, from 3:00 a.m. to 9:00 p.m., roughly every three hours. *Engagement decreases after 3 tweets. Tweets lose life-cycle after 18 minutes - less likely to be retweeted.*

At least one video, ideal is 2 to 3 vids per week. (Opportunity for SEO with video descriptions and hashtags to further reach.)

2 times per day, seven days a week, 10:08 a.m. and 3:04 p.m. Sweet spot is 5 to 10 posts per week. *When a brand posts twice a day, those posts receive 57% of the likes and 78% of the comments per post. The drop-off continues as more posts are made.*

Up to 3 times
per day.

1 time per day, 8:14 a.m.,
no weekends. 2 times max.

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« **january** »

Financial Wellness Month

#FinancialWellnessMonth

Jan 1st	#NewYearsDay	**Jan 17th**	Martin Luther King, Jr. Day #MLKDay
Jan 2nd	#ScienceFictionDay	**Jan 20th**	#CheeseLoversDay
Jan 4th	#NationalTriviaDay	**Jan 21th**	*#GettoKnowYourCustomersDay*
Jan 5th	#NationalBirdDay	**Jan 21th**	#NationalHuggingDay
Jan 11th	#CleanOffYourDeskDay	**Jan 23rd**	#NationalPieDay
Jan 13th	#NationalStickerDay	**Jan 24th**	#NationalComplimentDay
Jan 15th	#NationalBagelDay	**Jan 25th**	#CommunityManagerAppreciationDay
Jan 15th	#NationalHatDay	**Jan 28th**	#DataPrivacyDay

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« **february** »

Black History Month

#BlackHistoryMonth

Feb 2nd	#GroundhogDay	**Feb 9th**	#NationalPizzaDay
Feb 5th	#WorldNutellaDay	**Feb 11th**	#InventorsDay
Feb 8th	#CleanOutYourComputerDay	**Feb 11th**	#NationalMakeAFriendDay
Feb 12th	#SuperBowl	**Feb 13th**	#WorldRadioDay

Feb 14th	#ValentinesDay	**Feb 20th**	#LoveYourPetDay
Feb 15th	#FamilyDay	**Feb 20th**	#SocialJusticeDay
Feb 16th	#NationalPancakeDay	**Feb 21st**	International Mother Language Day #IMLD
Feb 17th	#RandomActsOfKindnessDay	**Feb 28th**	#SkipTheStrawDay

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« **march** »

Women's History Month

#WomensHistoryMonth

Mar 1st	#PeanutButterLoversDay	**Mar 12th**	#DaylightSavings
Mar 4th	#NationalGrammarDay	**Mar 14th**	#PiDay
Mar 5th	#EmployeeAppreciationDay	**Mar 17th**	#StPatricksDay
Mar 5th	#SalespersonDay	**Mar 18th**	#Holi
Mar 6th	#DentistsDay	**Mar 19th**	#WorldSleepDay
Mar 7th	#NationalBeHeardDay	**Mar 20th**	#InternationalDayofHappiness
Mar 8th	#InternationalWomensDay	**Mar 23rd**	#NationalPuppyDay
Mar 9th	#NationalNappingDay	**Mar 30th**	#NationalDoctorsDay
Mar 10th	#NationalPackYourLunchDay	**Mar 31st**	#EqualPayDay
Mar 11th	#PopcornLoversDay		

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« **april** »

Celebrate Diversity Month
#DiversityMonth

Apr 1st	#AprilFoolsDay	**Apr 18th**	#TaxDay
Apr 3rd	#NationalHandmadeDay	**Apr 22nd**	#EarthDay2021
Apr 7th	#NationalWalkingDay	**Apr 22nd**	#TakeOurChildrenToWorkDay
Apr 7th	#WorldHealthDay	**Apr 23rd**	#NationalPicnicDay
Apr 9th	#HappyEaster	**Apr 28th**	#NationalSuperheroDay
Apr 10th	#NationalSiblingsDay	**Apr 29th**	#InternationalDanceDay
Apr 11th	#NationalPetDay	**Apr 30th**	#NationalHonestyDay
Apr 16th	#StressAwarenessDay	**Apr 31st**	#InternationalJazzDay

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« **may** »

Mental Health Awareness & Skin Cancer Awareness Month
#MentalHealthAwarenessMonth & #SkinCancerAwarenessMonth

May 1st	#InternationalWorkersDay		**May 20th**	#NationalRescueDogDay
May 4th	#StarWarsDay		**May 21st**	#BikeToWorkDay
May 4th	Teachers' Day #ThankATeacher		**May 24th**	#NationalRoadTripDay
May 5th	#CincoDeMayo		**May 28th**	#NationalHamburgerDay
May 12th	#NationalReceptionistDay		**May 29th**	#PaperclipDay
May 14th	#MothersDay		**May 29th**	#MemorialDay
May 15th	#FamilyDay		**May 30th**	#NationalCreativityDay
May 16th	#LoveATreeDay		**May 31st**	#NationalSmileDay

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« **june** »

Pride Month

#HappyPride

Jun 1st	#GlobalDayOfParents	**Jun 21st**	#NationalSelfieDay & #WorldMusicDay
Jun 2nd	#LeaveTheOfficeEarlyDay	**Jun 21st**	#InternationalYogaDay
Jun 4th	#NationalDonutDay	**Jun 24th**	#HandshakeDay
Jun 8th	#BestFriendsDay	**Jun 25th**	#TakeYourDogToWorkDay
Jun 11th	#ChildrensDay	**Jun 27rd**	#NationalSunglassesDay
Jun 18th	#FathersDay	**Jun 29th**	#NationalCameraDay
Jun 19th	#Juneteenth	**Jun 30th**	#SocialMediaDay
Jun 21st	#FirstDayOfSummer	**Jun 30th**	#NationalPostalWorkerDay

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« **july** »

Financial Wellness month

#FinancialWellnessMonth

Jul 1st	#TellAJoke	**Jul 18th**	#NationalIceCreamDay
Jul 4th	#IndependenceDay, #July4th	**Jul 22nd**	#NationalHammockDay
Jul 6th	#NationalFriedChickenDay	**Jul 25th**	#ParentsDay
Jul 7th	#WorldChocolateDay	**Jul 26th**	#DisabilityIndependenceDay
Jul 15th	#GiveSomethingAwayDay	**Jul 30th**	#DayOfFriendship
Jul 15th	#GetToKnowYourCustomersDay	**Jul 30th**	#TalkInAnElevatorDay
Jul 17th	#WorldEmojiDay	**Jul 31st**	#NationalMuttDay
Jul 18th	#NationalSourCandyDay		

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« **august** »

Black Business Month

#BlackBusinessMonth

Aug 2nd	#NationalColoringBookDay		**Aug 19th**	#WorldPhotographyDay
Aug 8th	#InternationalCatDay		**Aug 19th**	#WorldHumanitarianDay
Aug 9th	#NationalBookLoversDay		**Aug 20th**	#NationalLemonadeDay
Aug 10th	#NationalLazyDay		**Aug 21st**	#SeniorCitizensDay
Aug 12th	#WorldElephantDay		**Aug 26th**	#WomensEqualityDay
Aug 13th	#LefthandersDay		**Aug 26th**	#NationalDogDay
Aug 15th	#NationalRelaxationDay			
Aug 16th	#NationalTellAJokeDay			

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« **september** »

Hispanic Heritage Month
#HispanicHeritageMonth

Sep 4th	#NationalWildlifeDay		**Sep 15th**	#OnlineLearningDay
Sep 4th	#LaborDay		**Sep 15th-17th**	#RoshHashanah
Sep 5th	#CharityDay		**Sep 23rd**	#FirstDayOfFall
Sep 6th	#ReadABookDay		**Sep 22nd**	#AmericanBusinessWomensDay
Sep 8th	#LiteracyDay		**Sep 24th-25th**	#YomKippur
Sep 9th	#NationalTeddyBearDay		**Sep 28th**	#GoodNeighborDay
Sep 10th	#GrandparentsDay		**Sep 29th**	#NationalCoffeeDay
Sep 11th	#DayOfServiceAndRemembrance		**Sep 30th**	#InternationalPodcastDay

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« **october** »

Global Diversity Awareness Month

#GlobalDiversityAwarenessMonth

Oct 1st	#InternationalCoffeeDay	**Oct 16th**	#WorldFoodDay
Oct 3rd	#NationalTechiesDay	**Oct 18th**	#CleanYourVirtualDesktopDay
Oct 4th	#NationalTacoDay	**Oct 21st**	#Get to Know Your Customers Day
Oct 5th	#WorldTeachersDay	**Oct 24th**	#UnitedNationsDay
Oct 9th	#IndigenousPeopleDay	**Oct 28th**	#NationalChocolateDay
Oct 13th	#TrainYourBrainDay	**Oct 29th**	#NationalCatDay
Oct 14th	#NationalDessertDay	**Oct 30th**	#NationalPublicistDay
Oct 16th	#NationalBossDay	**Oct 31st**	#Halloween

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《 **november** 》

Native American Heritage Month
#NativeAmericanHeritageMonth

Nov 1st	#NationalAuthorsDay		**Nov 17th**	*#EntrepreneursDay*
Nov 3rd	#NationalSandwichDay		**Nov 19th**	#InternationalMensDay
Nov 4th	#NationalCandyDay		**Nov 23rd**	#Thanksgiving
Nov 6th	#NationalNachosDay		**Nov 24th**	#BlackFriday
Nov 8th	#CappuccinoDay		**Nov 26th**	#NationalCakeDay
Nov 11th	#VeteransDay		**Nov 27th**	#CyberMonday
Nov 13th	#WorldKindnessDay		**Nov 30th**	#ComputerSecurityDay
Nov 16th	#NationalFastFoodDay			

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« **december** »

AIDS Awareness Month

#AIDSAwarenessMonth

Dec 3rd	#NationalSockDay	**Dec 21st**	#WinterSolstice
Dec 4th	#NationalCookieDay	**Dec 21st**	#CrosswordPuzzleDay
Dec 7th-15th	#Hanukkah	**Dec 24th**	#ChristmasEve
Dec 8th	#NationalBartenderDay	**Dec 25th**	#Christmas
Dec 10th	#HumanRightsDay	**Dec 26th**	#Kwanzaa
Dec 10th	#SalespersonDay	**Dec 27th**	#NoInterruptionsDay
Dec 11th	#NationalAppDay	**Dec 29th**	#TickTockDay
Dec 18th	#SuperSaturday	**Dec 31st**	New Year's Eve #NYE

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