**2-Week Social Media Content Calendar**

**For a SaaS Business Targeting Small Business Owners**  
*Brand Voice: Friendly & Authoritative*

**Week 1**

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| Day | Platform | Content Type | Primary Copy | Hashtags | Posting Time | Call-to-Action |
| Monday | LinkedIn | Quick Tip Post | Wondering how to save time on daily tasks? Discover automation tips that really work! | #SmallBusiness #SaaSTips #Automation | 9:00 AM | Learn more in our latest blog! |
| Tuesday | Instagram | Carousel (How-to) | Streamline your workflow in 3 steps! Swipe to see how easy it can be. | #EntrepreneurLife #Productivity | 11:30 AM | Try our free demo today! |
| Wednesday | Twitter | Poll | What's your biggest challenge: invoicing, tracking sales, or customer follow-up? Vote now! | #SmallBizSurvey #SaaSTools | 10:00 AM | Share your struggles with us! |
| Thursday | Facebook | Customer Testimonial | “Using [Product] has changed how we work—smooth and stress-free!” – Jamie, Cafe Owner | #HappyCustomer #Testimonial #SaaS | 1:00 PM | See more stories on our website. |
| Friday | LinkedIn | Blog Link/Insight | Curious about the future of SaaS for small businesses? Our latest article has fresh insights! | #SaaSIndustry #BusinessGrowth | 8:30 AM | Read the full article! |
| Saturday | Instagram | Story (Quick Demo) | Watch how easy it is to send an invoice with [Product]! | #DemoDay #BusinessHacks | 10:30 AM | Swipe up to try it yourself! |
| Sunday | Facebook | Infographic | Ever wondered how SaaS can boost your profit margin? Here’s a quick breakdown. | #Infographic #ProfitBoost #SaaS | 3:00 PM | Download our free resources! |

**Week 2**

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| --- | --- | --- | --- | --- | --- | --- |
| Day | Platform | Content Type | Primary Copy | Hashtags | Posting Time | Call-to-Action |
| Monday | Twitter | Industry News Share | Big news: SaaS adoption for small businesses is accelerating in 2025! | #SaaSNews #SmallBiz | 9:15 AM | Tell us how you're keeping up! |
| Tuesday | LinkedIn | Case Study Snippet | Find out how [Client Name] grew profits by 40% using our platform. | #CaseStudy #SmallBizSuccess | 11:00 AM | Read their growth story. |
| Wednesday | Instagram | Reel (Tips) | 3 quick hacks to get more out of your SaaS tools. | #SaaSHacks #Efficiency | 1:30 PM | Follow for more pro tips! |
| Thursday | Facebook | FAQ Post | Got SaaS questions? We’ve got answers. Comment below to ask us anything! | #FAQ #AskUsAnything | 12:00 PM | Drop your questions in the comments. |
| Friday | Twitter | Quick Stat Graphic | 70% of small biz owners say SaaS saves them 10+ hours weekly. Join the movement! | #TimeSaver #BusinessStats #SaaS | 10:00 AM | See how much time you can save! |
| Saturday | Instagram | Story (Behind Scenes) | Ever wonder how our team keeps innovating? Get a sneak peek behind the scenes! | #MeetTheTeam #StartupLife | 9:45 AM | Reply with what you’d like to see! |
| Sunday | LinkedIn | Weekly Recap Post | Missed any updates? Here’s what happened this week—don’t miss these highlights! | #WeeklyRecap #SaaSUpdate | 8:00 AM | Catch up on our latest news! |

**Content Notes**

* Aim for short, friendly captions while maintaining authority.
* Adjust posting times as needed based on audience engagement analytics.
* Each post features a clear call-to-action (CTA) tailored to the platform and content style.
* Use branded hashtags in combination with trending or high-visibility ones for increased reach.