

Date	Day	Post Type	Caption	Hashtags	Image/Visual Idea	Platform
01-06-2025	Sunday	Brand Intro	Welcome to Ivy – Where Elegance Meets You.	#IvyStyles #NewMonthNewLook	Flat lay of Ivy's logo + outfits	Instagram, Facebook
02-06-2025	Monday	Product Post	Beat the heat in our June bestsellers!	#IvyFashion #SummerFits	Model in linen co-ord sets	Instagram, Pinterest
03-06-2025	Tuesday	Behind-the-Scenes	Meet the team behind Ivy's looks.	#TeamIvy #MadeWithLove	Tailoring process video snippet	Instagram, Facebook
04-06-2025	Wednesday	Customer Love	"Loved how breezy it feels!" – A happy client.	#IvyTribe #CustomerDiaries	Screenshot of review + model in outfit	Instagram
05-06-2025	Thursday	Styling Tips	3 ways to style one Ivy dress!	#StyleWithIvy #FashionTips	Carousel post: dress with 3 looks	Instagram, Pinterest
06-06-2025	Friday	Promo Post	Flash Friday Sale – 15% off today only!	#IvySale #LimitedOffer	Sale banner with countdown	Instagram, Facebook
07-06-2025	Saturday	Fun Post	Which Ivy look are you today? (A, B, C, D)	#OOTDWithIvy #FashionQuiz	Collage of 4 outfits + poll	Instagram Story
08-06-2025	Sunday	Moodboard	June vibes with Ivy aesthetics	#SundayMood #IvyVibes	Pastel moodboard with nature and fabric	Pinterest, Instagram
09-06-2025	Monday	Product Post	Light. Airy. Yours. Explore Ivy's latest drop.	#IvyCollection #ChicEssentials	Model in new collection outdoors	Instagram, Facebook
10-06-2025	Tuesday	Fashion Quote	"Style is a way to say who you are..."	#FashionQuotes #IvyInspo	Minimalistic quote template	Instagram
11-06-2025	Wednesday	Testimonial	"Perfect for my vacation!" – Ivy Customer	#IvyLove #HonestReview	Client photo from holiday	Instagram, Facebook
12-06-2025	Thursday	Reel/Video	Watch how we pack your Ivy order with care!	#UnboxingIvy #IvyExperience	Packing + thank-you card reel	Instagram, Facebook
13-06-2025	Friday	Giveaway	Win your fave Ivy outfit – Here's how!	#IvyGiveaway #FreeFashion	Giveaway instructions with visuals	Instagram
14-06-2025	Saturday	Influencer Collab	Styled by @FashionistaRhea	#IvyCollab #StyledBy	Influencer photo in Ivy outfit	Instagram, Facebook
15-06-2025	Sunday	Weekly Roundup	This week at Ivy – In case you missed it	#IvyWrap #WeekInStyle	Collage from the week	Instagram Story
16-06-2025	Monday	New Arrival	Just Dropped: Monsoon '25 collection!	#IvyMonsoon #NewDropAlert	Launch post with highlights	Instagram, Pinterest
17-06-2025	Tuesday	Poll	Would you wear pastel co-ords? YES/NO	#IvyPoll #YourStyleMatters	Story poll with outfit photo	Instagram Story
18-06-2025	Wednesday	BTS	The making of our floral maxi dress	#MadeByIvy #BehindTheScenes	Sketches + tailoring + final look	Instagram
19-06-2025	Thursday	Testimonial	"Comfy yet classy!" – More Ivy love	#CustomerJoy #IvyFam	Smiling customer in Ivy wear	Facebook, Instagram
20-06-2025	Friday	Styling Video	How to layer Ivy pieces for work & play	#StyleTips #IvyLooks	Reel showing 2 styles per outfit	Instagram, Pinterest
21-06-2025	Saturday	Seasonal Tip	Monsoon tip: Choose light layers & dry-fit	#MonsoonFashion #IvyTips	Text+visual tip card	Instagram, Facebook
22-06-2025	Sunday	Engagement Post	What's your go-to Ivy color? Comment below!	#IvyFam #ColorCrush	Color palette image	Instagram
23-06-2025	Monday	Model Focus	Our muse of the month – Zara in Ivy wear	#IvyFaces #FashionFeature	Model photoshoot in Ivy outfits	Instagram, Facebook
24-06-2025	Tuesday	Trend Alert	Trend Alert: Ivy's pastel playsuits	#TrendWatch #IvyOnTrend	Close-up shots of fabric and outfit	Instagram, Pinterest
25-06-2025	Wednesday	Testimonial	"Best fit I've ever worn" – Ivy customer	#IvyReviews #RealTalk	Before/after try-on video	Instagram
26-06-2025	Thursday	Promo Tease	Something BIG is coming – stay tuned!	#IvySecret #ComingSoon	Mysterious blurred image	Instagram, Facebook
27-06-2025	Friday	New Launch	DROP LIVE! Shop the Ivy Sunset Edit now	#IvyDrop #ShopNow	Sunset-themed launch video	Instagram, Pinterest
28-06-2025	Saturday	Fun Post	Caption this look! Best one gets featured	#CaptionChallenge #IvyFun	Model with quirky pose	Instagram
29-06-2025	Sunday	Q&A Story	Ask us anything about Ivy!	#AskIvy #BehindTheBrand	AMA sticker with Ivy background	Instagram Story
30-06-2025	Monday	Recap & Thanks	Thank you for a stylish June!	#JuneWrapUp #IvyGrateful	Monthly highlight reel	Instagram, Facebook