

Social Media Content Calendar — 30 Days

Project Overview

Project Type: Social Media Content Planning

Industry: Lifestyle / Jewelry Brand

Platforms: Instagram, Facebook

Duration: 30 Days

Objective:

Plan and organize engaging social media content to increase brand awareness, audience engagement, and product visibility.

Content Strategy

Content Pillars

1. Product Promotion
2. Educational Content
3. Lifestyle & Inspiration
4. Community & Engagement

Content Formats

- Image posts
- Reels / Short videos
- Carousel posts
- Stories

Content Calendar Structure

The content calendar was created using **Google Sheets**, with the following columns:

- Date / Day
- Platform
- Content Type

- Post Idea
- Caption Hook
- Call-to-Action (CTA)

30-Day Social Media Content Calendar

A	B	C	D	E	F
Day	Platform	Content Type	Post Idea	Caption Hook	CTA
1	Instagram	Image	New collection launch	"Meet your new everyday favorite 🌟"	Shop Now
2	Instagram	Reel	Bracelet stacking tips	"Stack it your way 💡"	Save This
3	Facebook	Image	Product spotlight	"Handcrafted with love 💕"	Shop Collection
4	Instagram	Carousel	Styling bracelets with outfits	"How to style bracelets effortlessly"	Swipe →
5	Instagram	Reel	Behind-the-scenes	"From artisans to you 🌟"	Follow Us
6	Instagram	Story	Customer review	"Our customers love us ❤️"	View More
7	Facebook	Post	Brand story	"More than just jewelry"	Learn More
8	Instagram	Image	Friendship bracelet	"A symbol of connection ❤️"	Shop Gifts
9	Instagram	Reel	Day-to-night styling	"One bracelet, two looks 🌟"	Save
10	Facebook	Carousel	Product benefits	"Why our bracelets stand out"	Shop Now
11	Instagram	Image	Quote + product	"Wear what inspires you 🌟"	Follow Us
12	Instagram	Reel	User-generated content	"Styled by our community 💕"	Tag Us
13	Instagram	Story	Poll / question	"Which style are you?"	Vote
14	Facebook	Post	Gift ideas	"Perfect gift for someone special 🎁"	Shop Gifts
15	Instagram	Image	Best-selling product	"Our most-loved bracelet 🌟"	Shop Now
16	Instagram	Reel	How to clean bracelets	"Make your jewelry last longer 💍"	Save Tips
17	Facebook	Post	Educational tip	"How to care for handmade jewelry"	Learn More
18	Instagram	Carousel	Bracelet types	"Which bracelet fits your vibe?"	Swipe →
19	Instagram	Reel	Styling close-up	"Details matter 🌟"	Follow
20	Instagram	Story	FAQ	"You asked, we answered"	DM Us
21	Facebook	Post	Lifestyle image	"Jewelry for every moment"	Shop Collection
22	Instagram	Image	Minimalist bracelet	"Simple. Stylish. You."	Shop Now
23	Instagram	Reel	Trending audio + product	"Trending look 💡"	Save
24	Facebook	Carousel	Product comparison	"Find your perfect match"	Shop Now
25	Instagram	Image	Customer testimonial	"Real people. Real style."	Read More
26	Instagram	Reel	Packaging / unboxing	"Unbox happiness 🎁"	Order Now
27	Instagram	Story	Countdown / offer	"Something special is coming 🎉"	Stay Tuned
28	Facebook	Post	Limited-time promo	"Don't miss out 🌟"	Shop Today
29	Instagram	Carousel	Monthly highlights	"This month's favorites ❤️"	Swipe →
30	Instagram	Image	Thank you / community post	"Thank you for being part of our journey"	Follow Us

Tools Used

- Google Sheets
- Canva (for visual planning)
- Manual content research

Social Media Content Calendar

Created a 30-day social media content calendar for a lifestyle jewelry brand, focusing on product promotion, audience engagement, and brand storytelling across Instagram and Facebook.