

# 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.