

# Monthly Content Plan

Social Media

Month March

## WEEK 1

04	05	06	07	08	09	10
		POST INSTAGRAM 1pm welcome post and information about the brand	POST INSTAGRAM 3pm Share 1 of our values POST INSTAGRAM 3pm Share 1 of our values	POST INSTAGRAM 6pm Share 1 of our values	POST INSTAGRAM 9pm Share 1 of our values	POST INSTAGRAM 6pm Share our vision

## WEEK 2

11	12	13	14	15	16	17
	STORY INSTAGRAM 3pm Poll "Who would you like us to introduce next?"	REEL INSTAGRAM 3pm Carol-Ann introduction	REEL INSTAGRAM 3pm Ana introduction	REEL INSTAGRAM 3pm Atina introduction	REEL INSTAGRAM 3pm Lars introduction	

## WEEK 3

18	19	20	21	22	23	24
POST INSTAGRAM 3pm Information about our logo	REEL INSTAGRAM 3pm Behind-the- scenes of creating the brand and website		POST carousel INSTAGRAM 3pm Information about our website and service	STORY INSTAGRAM 3pm questions: "What would you like to know more about us?"	POST INSTAGRAM 3pm Mark your calendars post about website launch date	STORY INSTAGRAM 3pm Interactive quiz about our brand

## WEEK 4

25	26	27	28	29	30	31
POST INSTAGRAM 3pm Information about our app and launch date		STORY INSTAGRAM 3pm Link to our website		Live 3pm Q&A session	REEL INSTAGRAM 3pm What we learned from this experience	POST INSTAGRAM 3pm Reflect on our journey

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## WEEK 1

04

05

**POST INSTAGRAM**  
1pm  
welcome post and  
information about  
the brand

06

**POST INSTAGRAM**  
3pm  
Share 1 of our  
values  
**POST INSTAGRAM**  
6pm  
Share 1 of our  
values

07

**POST INSTAGRAM**  
9pm  
Share 1 of our  
values

08

**POST INSTAGRAM**  
6pm  
Share 1 of our  
values

09

**POST INSTAGRAM**  
6pm  
Share our vision

10

## WEEK 2

**REEL INSTAGRAM**  
6pm  
Carol-Ann  
introduction

11

**STORY INSTAGRAM**  
3pm  
Poll "Who would  
you like us to  
introduce next?"

12

**REEL INSTAGRAM**  
6pm  
Ana introduction

13

14

**REEL INSTAGRAM**  
6pm  
Atina  
introduction

15

16

**REEL INSTAGRAM**  
6pm  
Lars  
introduction

17

## WEEK 3

**POST INSTAGRAM**  
6pm  
Information about  
our website and  
service

18

19

**STORY INSTAGRAM**  
3pm  
Interactive quiz about  
our brand values

20

**POST INSTAGRAM**  
6pm  
Mark your calendars  
post about website  
launch date

21

**STORY INSTAGRAM**  
3pm  
questions: "What  
would you like to  
know more about  
us?"

22

23

**REEL INSTAGRAM**  
6pm  
Behind-the-  
scenes of creating  
the brand and  
website

24

## WEEK 4

**POST Carousel**  
**INSTAGRAM**  
6pm  
Reveal of main  
features on the  
app

25

**STORY INSTAGRAM**  
3pm  
Question: What is  
your favourite feature  
of our app that we  
revealed?"

26

**STORY INSTAGRAM**  
3pm  
Interactive poll  
"Are you excited for  
our website launch?"

27

28

**STORY INSTAGRAM**  
3pm  
Link to our website

29

**POST INSTAGRAM**  
6pm  
Reflect on our  
journey of  
creating a brand

30

**Live**  
3pm  
Q&A session

31