

Akademia Evolución - 1-Month Social Media Content Calendar

Goal: Engage, inspire, and build a relationship with the audience while driving course sign-ups and fostering community.

Week 1

Instagram

- **Monday, Sept 2 | 9 AM**
 - **Post:** *Motivation to Start the Week*
 - **Image/Video:** Dynamic visual of a sunrise with text overlay: “It’s Monday. Time to rise, not just from bed, but into your potential.”
 - **Caption:** "New week, new opportunities! 🌅 What will you achieve this week? Remember, growth doesn’t happen overnight, but it does happen one step at a time. 💪 Let’s make it count! #MondayMotivation #EvolucionInAction #RiseAndGrind"
 - **Engagement:** Ask followers to comment their goals for the week.
 - **Inspiration:** Emotional connection through hopeful imagery and a simple but motivating message.
- **Wednesday, Sept 4 | 12 PM**
 - **Post:** *Student Success Story*
 - **Video:** 30-second clip of a student sharing how the course transformed their life, ending with a smile of confidence.
 - **Caption:** "Meet Ana, who found her confidence and purpose through our ‘Leadership Mastery’ program. 🌟 ‘I never thought I could lead others until I started believing in myself. Akademia Evolución made that possible.’ Ready for your transformation? #SuccessStory #EvolucionStories #RealResults"
 - **Engagement:** Encourage viewers to tag someone who needs to hear Ana's story.
 - **Inspiration:** Real, raw emotion, and a relatable success journey.
- **Friday, Sept 6 | 1 PM**
 - **Post:** *Quick Leadership Tip*
 - **Infographic:** Bold colors with the text, “To lead others, start by leading yourself first.”
 - **Caption:** "Pro tip: Your leadership journey starts within. Want to sharpen your leadership skills? Begin by mastering your own thoughts, actions, and habits. 💡 What’s one self-leadership habit you’re working on? #EvolucionTips #LeadYourself #PersonalGrowth"
 - **Engagement:** Invite followers to share one habit they’re working on in the comments.
 - **Inspiration:** Simple actionable advice that’s immediately relevant and engaging.

LinkedIn

- **Tuesday, Sept 3 | 11 AM**
 - **Post:** *Professional Growth Tip*
 - **Image:** Professional visual of a person confidently presenting in a meeting with the text overlay: “Leadership isn’t a position. It’s a mindset.”
 - **Caption:** "Leadership isn’t just about titles, it’s about how you approach every situation. Ready to think like a leader? Our ‘Communication Mastery’ course helps you develop that mindset. Discover how you can step up in your role—no matter where you are in your career. #LeadershipMindset #ProfessionalGrowth #AkademiaEvolucion"
 - **Engagement:** Add a poll: “What’s the #1 quality you believe every leader should have? a) Communication b) Confidence c) Empathy”
 - **Inspiration:** Tap into the mindset shift professionals need to make.
- **Thursday, Sept 5 | 9 AM**
 - **Post:** *Case Study - Real Impact*
 - **Post Type:** Article Link
 - **Caption:** "Read how Maria, a mid-level manager, climbed to a senior leadership position after completing our coaching program. 🚀 Her story shows that with the right tools, anyone can succeed. What tools are you using to grow? #CaseStudy #LeadershipDevelopment #RealResults"
 - **Engagement:** Encourage readers to comment on the tools they use for professional growth.
 - **Inspiration:** Real-world success backed by data, sparking curiosity and conversation.

YouTube

- **Thursday, Sept 5 | 6 PM**
 - **Post:** *Course Preview - Leadership Mastery*
 - **Video:** 5-minute video showing behind-the-scenes course content, teacher commentary, and student transformations.
 - **Caption:** "Curious about our ‘Leadership Mastery’ course? 👁️ Get a sneak peek into what you’ll learn and how it’s changing lives. Ready to take the next step in your leadership journey? Watch now. #LeadershipMastery #AkademiaCourses #EvolucionEducation"
 - **Engagement:** Call to action: “Subscribe and comment if leadership is your next move!”
 - **Inspiration:** Behind-the-scenes always creates curiosity and builds trust.

Facebook

- **Tuesday, Sept 3 | 8 PM**
 - **Post:** *Motivation to Keep Going*
 - **Image:** A powerful quote overlaid on a serene image of nature: “The journey to self-discovery never ends.”

- **Caption:** "Sometimes the path feels long, but remember, every step is part of your growth. 🧭 What's one lesson you've learned on your journey? #SelfDiscovery #PersonalGrowth #AkademiaEvolucion"
 - **Engagement:** Ask followers to share their lessons learned.
 - **Inspiration:** Calming visuals paired with thought-provoking captions offer an emotional connection.
 - **Sunday, Sept 8 | 4 PM**
 - **Post:** *Facebook Live Q&A - Find Your Purpose*
 - **Video Type:** Live Session
 - **Caption:** "Join us LIVE as our lead instructor takes your questions on how to find your purpose and unlock your potential. 🗣️ We'll be answering everything from career advice to personal growth tips. Don't miss it! #LiveQandA #FindYourPurpose #AkademiaLive"
 - **Engagement:** Invite viewers to submit questions beforehand in the comments.
 - **Inspiration:** Live interaction builds real-time engagement and deepens connection.
-

Week 2

Instagram

- **Tuesday, Sept 10 | 10 AM**
 - **Post:** *Inspirational Post*
 - **Image:** A striking visual of a mountain summit with text overlay: "Don't stop when you're tired, stop when you're proud."
 - **Caption:** "Success isn't a destination; it's the journey. 🌟 Let today be the day you keep pushing forward! #KeepGoing #InspirationDaily #SuccessMindset"
 - **Engagement:** Encourage followers to share what motivates them to keep pushing forward.
 - **Inspiration:** Evokes resilience and persistence, core themes for personal growth.

LinkedIn

- **Thursday, Sept 12 | 10 AM**
 - **Post:** *Professional Insight*
 - **Image:** A professional at a desk with text overlay: "Growth begins at the edge of your comfort zone."
 - **Caption:** "Feeling uncomfortable at work? Good! That's where growth happens. 🧭 Discover how you can thrive in discomfort through our latest professional course. #GrowthMindset #CareerProgression #AkademiaEvolucion"
 - **Engagement:** Ask the audience to share an example of a time they grew from a challenging experience.
 - **Inspiration:** Challenges as opportunities for growth resonate with professionals striving for more.

YouTube

- **Friday, Sept 13 | 4 PM**
 - **Post:** *Success Story*
 - **Video:** 10-minute testimonial from a student who transitioned into a leadership role.
 - **Caption:** "Watch how our coaching program helped Ana land a leadership position. Her story could be yours. #SuccessStory #CareerTransformation #EvolucionStories"
 - **Engagement:** Ask viewers to comment on how the video inspired them.
 - **Inspiration:** Personal stories evoke empathy and inspire action.

Facebook

- **Wednesday, Sept 11 | 11 AM**
 - **Post:** *Interactive Poll*
 - **Poll Question:** "What's the biggest obstacle holding you back from pursuing personal development? a) Time b) Fear c) Lack of direction"
 - **Caption:** "Be honest – what's your biggest obstacle? Let's tackle it together! #InteractivePoll #EvolucionCommunity #PersonalGrowth"
 - **Engagement:** Encourage followers to share their thoughts in the comments.
 - **Inspiration:** Audience interaction that taps into their challenges and emotions.
-

Final Touches:

- **Engagement First:** All posts are designed to foster a two-way conversation, whether it's through polls, questions, or comments. Build community by encouraging dialogue.
- **Emotional Appeal:** Each post resonates on a human level by connecting with personal growth, struggles, and triumphs—key emotions that drive engagement.
- **Call-to-Actions:** Every caption invites interaction, from sharing goals to asking for opinions and suggestions, fostering a participatory atmosphere.

By implementing this specific, human-centered content calendar, you'll create a vibrant and engaging social media presence that resonates with Akademia Evolución's audience, drives sign-ups, and establishes the brand as a trusted leader in personal and professional development.