

Social Media Content Calendar 2024

Plan Your Social Media Success

1 Content Pillars

- Educational: Tips, how-tos, industry insights
- Entertaining: Memes, behind-the-scenes, fun facts
- Inspirational: Quotes, success stories, motivation
- Promotional: Products, services, offers
- Community: User content, polls, questions

2 Weekly Posting Schedule

- Monday: Motivation/Week ahead preview
- Tuesday: Tips/Educational content
- Wednesday: Behind-the-scenes/Culture
- Thursday: Throwback/Testimonials
- Friday: Fun/Engagement post
- Weekend: Community/Lifestyle content

3 Monthly Planning Template

- Week 1: Theme focus and key message
- Week 2: Product/Service spotlight
- Week 3: Community engagement drive
- Week 4: Monthly wrap-up and preview

4 Key Dates 2024

- Q1: New Year, Valentines Day, Spring Launch
- Q2: Easter, Mothers Day, Memorial Day
- Q3: Independence Day, Back to School, Labor Day
- Q4: Halloween, Thanksgiving, Holiday Season

Social Media Content Calendar 2024 - Continued

5 Content Mix Formula

- 40% Educational/Valuable content
- 30% Curated/Shared content
- 20% Promotional content
- 10% Personal/Behind-the-scenes

Need Help With Your Project?

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