

CONTENT CALENDAR

OCTOBER2025

PLATFORM	FORMAT	TOPIC	DATE	IDEA	GOAL	PERSON
Facebook Instagram tiktok	post	coming soon post	1/10	create a gift on canva and a logo for bezra and write captions coming soon	AWARNESS	Yara
LINKEDIN,FACEBOOK	POST	Gen Z Insights	2/10	Sharing key insights on Gen Z behavior and lifestyle.	AWARNESS	Menna
TIKTOK,INSTAGRAM FACEBOOK	VIDEO	WHAT IS BEZRA	3/10	CREATE A VIDEO USING CANVA AND EXPLAIN WHAT BEZRA DO	AWARNESS	LOGINE
INSTAGRAM,FACEBOOK, TIKTOK	POST	WHAT BEZRA OFFERS	4/10	create multiple images that explains what we offer in bezra and start with a hook	AWARNESS	LOGINE
LINKEDIN,FACEBOOK	POST	Startup Challenges	5/10	What's the hardest challenge you faced as a founder?	ENGAGEMENT	Menna



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Facebook Instagram tiktok	video	Egyptian Innovation Pride	6/10	Celebrating Egyptian startups on October 6th!	AWARNESS	Eyad
INSTAGRAM,FACEBOOK, LINKED IN	POST	Startup Tools Highlight	7/10	Showcasing top tools Gen Z founders should use.	EDUCATIONAL	Eyad
INSTAGRAM,FACEBOOK, LINKED IN	POST	Gen Z Startups Need Different Storytelling	8/10	Why Gen Z narratives resonate with modern investors.	EDUCATIONAL	Eyad
FACEBOOK INSTAGRAM TIKTOK	VIDEO	Founder's Advice	9/10	Ask followers: "What's one piece of advice you'd give to new founders?"	ENGAGEMENT	Eyad



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Facebook& instagram	Post	Describe your startup in 3 emojis	12\10	interactive challenge where followers describe their startup using 3 emojis caption: Can you describe your startup using only 3 emojis? 🧐👉 Let's see who can get the most creative	Engagment	Yara
FACEBOOK INSTAGRAM TIKTOK	video	Youth Empowerment	13\10	Inspiring stories of how young founders are changing industries.	Awareness	LOGINE
FACEBOOK INSTAGRAM TIKTOK	video	Collaboration Matters	14/10	Why collaboration is a core strength for Gen Z entrepreneurs.	Education	Yara
Facebook Instagram tiktok	video	Future of Work	15/10	Key ideas on how Gen Z will transform the future of work.	Awareness	Yara



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Facebook Instagram tiktok	VIDEO	Gen Z Stats	16/10	Key stats about Gen Z behavior.	AWARNESS	Menna
INSTAGRAM,FACEBOOK, LINKED IN	Post	Growth Hacking	19/10	Effective growth tactics for small businesses.	EDUCATIONAL	Mustafa
Facebook Instagram tiktok	VIDEO	Startup Fun Fact	20/10	Fun fact about startups that educates entrepreneurs.	AWARENESS	Menna
INSTAGRAM,FACEBOOK, LINKED IN	POST	Inspiration Source	21/10	Who inspires you most on your founder journey?	ENGAGEMENT	Mustafa
FACEBOOK INSTAGRAM TIKTOK	VIDEO	Mentorship Matters	22/10	Why mentorship is vital for startup founders.	EDUCATIONAL	Mustafa



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INSTAGRAM,FACEBOOK, LINKED IN	post	Creativity & Gen Z	23/10	How Gen Z creativity sparks new business models.	AWARENESS	LOGINE
Facebook Instagram tiktok	video	Adaptability in Business	26/10	Tips on staying adaptable in a changing market.	EDUCATIONAL	Mustafa
INSTAGRAM,FACEBOOK, LINKED IN	POST	Lessons Learned	27/10	Share one lesson you learned from failure in business.	ENGAGEMENT	Farida
INSTAGRAM,FACEBOOK, LINKED IN	POST	Lifelong Learning	28/10	Sharing why Gen Z values continuous learning in business.	EDUCATIONAL	Farida
FACEBOOK INSTAGRAM TIKTOK	VIDEO	Industry Trend	29/10	Highlighting an important industry trend for startups.	EDUCATIONAL	Farida



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INSTAGRAM,FACEBOOK, LINKED IN	video	Scaling Tips	30/10	Tips for scaling a startup efficiently.	AWARNESS	Farida

