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| --- | --- | --- | --- | --- | --- | --- |
| **Day** | **Post Type** | **Post Idea** | **Caption** | **Hashtags** |  |  |
| Monday | Educational | Tips for beginners (fitness or skin care) | Start your journey with these simple tips! 💡 #NewBeginnings | #MondayMotivation #TipsForBeginners #FitnessTips #SkinCareBasics |  |  |
| Tuesday | Behind the Scenes | Show team/creator working on content | Creating magic behind the scenes! 🔧✨ Stay tuned for more! | #BehindTheScenes #ContentCreation #TeamVibes #TuesdayVibes |  |  |
| Wednesday | Carousel Post | 5-step routine for fitness or skin care | Swipe ➡️ for a quick 5-step routine that works! 🧴💪 | #WellnessWednesday #RoutineCheck #SelfCare #SwipeTips |  |  |
| Thursday | Reel | Time-lapse of workout or routine | No pain, no gain 💥 Watch the hustle in 15 seconds! | #WorkoutReels #TimeLapse #ThursdayGrind #ReelIt |  |  |
| Friday | Testimonial | Client/user testimonial | Here’s what our happy users have to say! 🗣️💬 | #FeedbackFriday #CustomerLove #ReviewMatters #HappyUsers |  |  |
| Saturday | Interactive | Poll, quiz, or 'This or That' story | Let’s have some fun! Which one are you choosing? ⬇️ | #WeekendFun #InteractivePost #ThisOrThat #PollTime |  |  |
| Sunday | Motivational Quote | Quote related to self-care or fitness | “Discipline is doing it when you don’t feel like it.” 💯 | #SundayMotivation #QuoteOfTheDay #StayFocused #MindsetMatters |  |  |
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**Task 2: Social Media Strategy- Instagram 7-Day**

**Content Calendar**

Objectives **:** Design a 7-day Instagram content calendar including post ideas, captions, and hashtags to improve engagement and brand visibility.

**Conclusion:**

This 7-day content calendar is designed to balance education, entertainment, and engagement to grow your Instagram presence. By mixing reels, testimonials, stories, and quotes- your profile will stay dynamic, informative, and relevant.

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**Date:** 2025-07-10