

# Bata 30-Day Social Media Calendar

Day	Post Topic	Caption	Hashtags	Image idea	Platform
1	Brand Welcome	"Welcome to the world of comfort. Welcome to Bata!"	#BataIndia #StepWithBata	Bata logo animation with shoes collage	Instagram
2	Product Focus – Men	"Own the streets with our new men's casuals. 👞"	#MensStyle #BataCasuals	Men's casual shoes, clean layout	Facebook
3	Throwback Post	"Remember these classics from your school days?"	#TBT #BataMemories	Old Bata school shoes	Instagram
4	Customer Review	"★★★★★ 'Stylish yet comfortable!' – Ayesha"	#BataLove #CustomerReview	Quote with customer image	Facebook
5	Sneaker Feature	"Walk bold. Bata Sneakers got you covered."	#BataSneakers #UrbanLook	Urban sneaker photoshoot	Instagram
6	Women's Collection	"Style that speaks. For women who lead."	#BataWomen #ChicAndComfort	Elegant heels with office vibe	LinkedIn
7	Behind the Scenes	"Here's how your favorite pair is made 🏭"	#BataMakers #CraftedWithCare	Factory or artisan workshop	Instagram
8	Festival Post	"Celebrate traditions, step in style this Sankranti"	#FestiveFeet #BataSankranti	Ethnic shoes with festive colors	Instagram
9	Foot Care Tips	"Tip: Let your shoes breathe after every use."	#BataTips #ShoeCare	Minimalist care graphic	Twitter
10	Monday Motivation	"Start your week with purpose. And the right pair!"	#MondayMotivation #PowerStep	Office shoes image	LinkedIn
11	Poll Day	"Which one would you pick: Loafers 👞 or Sneakers 👟?"	#StylePoll #BataChoice	Two shoes side-by-side	Instagram
12	New Arrival Alert	"Fresh in: Bata EcoWalk 🌿 – Style meets sustainability"	#EcoWalk #GreenSteps	Nature + shoes collage	Instagram
13	Kids Collection	"Little feet deserve the best 👶👟"	#BataKids #ComfySteps	Kids wearing colorful shoes	Facebook
14	Weekend Vibes	"Kick back and relax with weekend-perfect footwear."	#WeekendStyle #RelaxWithBata	Casual slip-ons on a cozy setup	Instagram
15	Influencer Feature	"@fashionistaPriya styles our wedges like a queen 👑"	#BataStyled #BataInfluencer	Influencer wearing Bata shoes	Instagram
16	Eco-Friendly Message	"Walk lighter. Walk greener with Bata."	#EcoFriendly #SustainableFashion	Eco-friendly shoe product image	LinkedIn
17	Men's Formal Series	"Make your first impression sharp. 👔👞"	#BataFormals #StyleForSuccess	Men's black formal shoes with suit	LinkedIn
18	Quiz Day	"Guess the year Bata started in India! 🇮🇳"	#BataQuiz #DidYouKnow	Quiz-style image	Instagram
19	Staff Appreciation	"Meet Rajesh, part of our team for 12 years ❤️"	#BataFamily #PeopleBehindBata	Team member profile image	Facebook
20	Offer Post	"Get flat 20% off this weekend only! 🛍️"	#BataSale #WeekendDeal	Sale banner graphic	Instagram
21	User-Generated Post	"Styled by you, loved by all. Thanks @Riya!"	#BataStyle #UGC	Customer wearing shoes	Instagram
22	Shoe Styling Tip	"Pair tan loafers with navy chinos for a classic look."	#StyleTip #BataGuide	Flat-lay of outfit with shoes	Facebook
23	Shoe Size Guide	"Confused about size? Here's how to measure at home."	#BataFit #SizeMatters	Size guide infographic	Instagram
24	Countdown Post	"Only 3 days to go for our biggest drop of the month!"	#BataCountdown #ComingSoon	Countdown teaser	Instagram
25	Local Culture Post	"From Agra to Assam, we step with India 🇮🇳"	#BataIndia #CulturalSteps	Shoes + cultural backdrop	Facebook
26	Travel Shoes	"Your perfect travel partner – All-day comfort guaranteed!"	#TravelWithBata #OnTheGo	Shoes with travel gear	Instagram
27	Collab Announcement	"Exciting collab coming soon. Stay tuned!"	#BataCollab #NextBigThing	Teaser post	LinkedIn
28	Flashback Story	"Started with one store. Now serving millions."	#BataJourney #LegacyOfComfort	Then vs Now photo	Instagram
29	Employee Pick	"Our team's pick of the week: UrbanPro Sneakers!"	#BataTeamPick #StaffFav	Team holding top pick	Facebook
30	Thank You + CTA	"Thank you for walking with us. What should we drop next? 🙌"	#ThankYou #TellUsMore	Shoe trail + question overlay	Instagram