

Social Media Content Calendar – GharKVastra

GharKVastra – Monthly Social Media Content Calendar

Week	Day	Platform	Post Topic	Content Idea	Visual Idea	Hashtags	Suggested Posting Time
Week 1	Monday	Instagram	Brand Introduction	Introducing GharKVastra and its core philosophy	Brand graphic with logo & tagline	#GharKVastra #MensFashion #EverydayWear	11:00 AM
Week 1	Wednesday	Instagram	Product Highlight	Everyday comfort T-shirts	Model wearing T-shirt in natural setting	#ComfortWear #MensStyle #CasualFashion	7:00 PM
Week 1	Friday	Instagram	Brand Quote	“Wear What Feels Like Home”	Minimal quote-based visual	#BrandStory #IndianMenswear	6:30 PM
Week 2	Monday	Instagram	Styling Tips	How to style jeans for daily wear	Styling flat-lay or model look	#StyleTips #DenimLove #MensOutfit	11:30 AM
Week 2	Wednesday	Instagram	Fabric & Quality	Focus on fabric, fit, and comfort	Close-up fabric detail image	#QualityMatters #ComfortFirst	7:00 PM
Week 2	Friday	Instagram	Lifestyle Post	Fashion for work and casual routines	Real-life lifestyle visual	#EverydayStyle #ModernMen	6:00 PM
Week 3	Monday	Instagram	Outfit Combo	T-shirt & jeans pairing ideas	Outfit combination visual	#OOTDMen #CasualLooks	11:00 AM
Week 3	Wednesday	Instagram	Brand Values	What GharKVastra stands for	Clean brand message graphic	#BrandValues #MensLifestyle	7:30 PM
Week 3	Friday	Instagram	Customer Mindset	Clothing that feels familiar and easy	Relaxed lifestyle image	#FeelAtHome #MensCasual	6:30 PM
Week 4	Monday	Instagram	Fit & Comfort	Designed for all-day comfort	Model in daily movement	#PerfectFit #ComfortWear	11:00 AM
Week 4	Wednesday	Instagram	Behind the Brand	Thought behind simple designs	Minimal behind-the-scenes graphic	#BehindTheBrand #FashionStory	7:00 PM
Week 4	Friday	Instagram	Monthly Wrap-Up	Thank you post + brand reminder	Brand visual with tagline	#GharKVastra #WearWhatFeelsLikeHome	6:00 PM