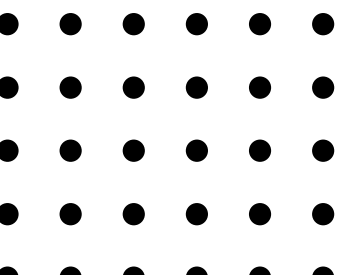


365 DAYS

social media post ideas



social media content calendar

www.thesocialsherpa.ca

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 New Years Day #NewYearsDay	2 GET SOCIAL Talk about your NY resolutions and ask your followers about theirs
3 EDUCATION Share an industry tip	4 PROMOTION Post a case study	5 EDUCATION Recommend a helpful tool	6 CLIENT LOVE Share a Customer Review	7 PROMOTION Describe the benefits of your product/services	8 GET SOCIAL Do a round of "ask me anything"	9 BRAND STORY Talk about how you started
10 EDUCATION Share an article related to your industry	11 GET SOCIAL Compliment and tag a biz buddy	12 FUN Create a Giveaway	13 GET SOCIAL Create a poll	14 FREEBIE Share a Freebie	15 EDUCATION Talk about a industry trend	16 PROMOTION step-by-step tutorial
17 BEHIND THE SCENE sneak peek of new products	18 FUN Share a meme related to your industry	19 PROMOTION Share a before and after	20 BRAND STORY Talk about your inspiration	21 EDUCATION Talk about a mistake people are making in the industry	22 GET SOCIAL Thank your followers for their support	23 CONNECT Share your other social media platforms
24 PROMOTIONS Share an unknown feature of benefit of your product/services	25 BEHIND THE SCENES Share a throwback pic	26 EDUCATION Share industry News	27 CLIENT LOVE Share a customer review	28 BRAND STORY Share how you're different from other brands	29 FUN Create a challenge connected to your niche	30 EDUCATION Share a industry tip/hack
31 GET SOCIAL Ask your followers a question						

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 BRAND STORY Talk about how you got over a hurdle	2 GROUNDHOG DAY	3 EDUCATION Share your industry favourite podcast	4 PROMOTION Talk about who your service/product is for	5 BEHIND THE SCENE Day to day office life	6 GET SOCIAL Take a poll among your followers about your products
7 SUPERBOWL SUNDAY	8 EDUCATION Share a blog post	9 CLIENT LOVE Share a customer review	10 FREEBIE Share a Freebie	11 EDUCATION Share an industry tip	12 EDUCATION Share a problem you solved	13 PROMOTION Share a new project
14 VALENTINES DAY #Valentinesday	15 BEHIND THE SCENE Post a Throwback photo	16 GET SOCIAL Ask for a recommendation	17 PROMOTION Ask for a recommendation	18 GET SOCIAL Ask your followers what's their biggest struggle	19 PROMOTION Share an exclusive offer	20 EDUCATION Talk about an industry trend
21 GET SOCIAL Ask a FAQ	22 BEHIND THE SCENE Post a photo of your workspace	23 CONNECT Ask your followers to join your email list	24 EDUCATION Reshare you old blogs	25 GET SOCIAL Talk about your plans for the week and ask what your followers have planned	26 CLIENT LOVE Post videos/photos of your clients using your product/services	27 BRAND STORY What is your brand stand for
28 PROMOTION Share features or benefits of your product/services						

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 BEHIND THE SCENE Share a photo of your workspace	2 FUN Create a industry related challenge	3 PROMOTION Step-by-step tutorial	4 BRAND STORY How are you different from other brands	5 EDUCATION Talk about what not to do	6 INSPIRATION Post an inspirational quote
7 GET SOCIAL Thank your followers	8 INTERNATIONAL WOMEN'S DAY #Internationalwomensday	9 CLIENT LOVE Share a customer review	10 GET SOCIAL Feature industry influencers	11 PROMOTION Share a Success story	12 BEHIND THE SCENE Give a teaser of new products	13 EDUCATION Share an article related to your industry
14 CONNECT Share your other social media profiles	15 FUN Share industry related meme	16 GET SOCIAL Create a would you rather post	17 ST. PATRICKS DAY #STpatricksday	18 BRAND STORY Talk about your brand inspiration	19 PROMOTION Share a before and after	20 FIRST DAY OF SPRING #Firstdayofthespring
21 FUN Share industry related meme	22 EDUCATION Share tips related to your brand	23 GET SOCIAL "ASK ME ANYTHING" Segment for your product	24 BEHIND THE SCENE Share a throwback picture	25 BRAND STORY How did you start	26 EDUCATION Share industry news	27 PROMOTION Share the benefits of your products/services
28 CLIENT LOVE Post photos of customers using your product	29 EDUCATION Recommend helpful tools	30 GET SOCIAL Ask your followers what they love about your product/service	31 PROMOTION Share an exclusive offer			

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 APRIL'S FOOL DAY Prank your followers	2 FEATURE FRIDAY Feature someone you admire and tag them	3 PROMOTION Share a success story
4 EASTER #Eastersunday	5 BRAND STORY Talk about who/what is your inspiration	6 BEHIND THE SCENE Share your weekly to do list	7 CLIENT LOVE Share a customer review	8 PROMOTION Share an exclusive offer	9 EDUCATION Share a tip	10 GET SOCIAL Ask for recommendation
11 EDUCATION Share helpful tips	12 FUN Create a challenge connected to your niche	13 BRAND STORY Share a problem you solved	14 EDUCATION Talk about an industry trend	15 FUN Share a fun fact about your brand	16 PROMOTION Feature your products	17 BEHIND THE SCENE Introduce an employee
18 GET SOCIAL Create a poll about your products	19 EDUCATION Share an old blog post	20 PROMOTION Feature your product/services	21 BRAND STORY Talk about when you started	22 CLIENT LOVE Post photos/videos of customers using your product	23 FEATURE FRIDAY Feature someone you admire and tag them	24 FREEBIE Share a freebie
25 CONNECT Share a lazy sunday and ask what your followers are doing today	26 BEHIND THE SCENE Post a workspace photo	27 EDUCATION Share some tips	28 INSPIRATIONAL Share an inspirational quote	29 PROMOTION Talk about your product/services	30 EDUCATION Share a industry related book	

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 PROMOTION Post a case study
2 EDUCATION Recommend a helpful tool	3 FUN Share a monday meme	4 BEHIND THE SCENE What are you working on	5 CINCO DE MAYO #Cincodemayo	6 GET SOCIAL Ask me anything segment	7 PROMOTION Feature your product/services	8 BRAND STORY Talk about your milestones
9 MOTHERS DAY #Mothersday	10 INSPIRATION Share an inspirational quote	11 CLIENT LOVE Share a customer review	12 PROMOTION Showcase your products	13 EDUCATION Share a quick tip	14 FEATURE FRIDAY Feature an industry leader you admire	15 PROMOTION Feature your products
16 CONNECT Say hi t your new followers	17 EDUCATION Share any cheatsheets related to your industry	18 BRAND STORY Share how your brand is different	19 FUN Share a industry related meme	20 PROMOTION How to use your product	21 EDUCATION Share your favorite industry influencer	22 PROMOTION Showcase products
23 GET SOCIAL Create a "left" or "right" post	24 BRAND STORY Talk about your hurdles	25 BEHIND THE SCENE Share a throwback pic	26 PROMOTION Share a before and after	27 EDUCATION Share industry news	28 CLIENT LOVE Post a photo of your customers using your products	29 FUN Share a meme
30 PROMOTION Share a product feature	31 MEMORIAL DAY #Memorialday					

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 PROMOTION Share a before and after	2 EDUCATION Share industry news	3 BEHIND THE SCENE Share a throwback pic	4 CLIENT LOVE Share a review	5 FREEBIE Share a freebie
6 PROMOTION Share your industry experience	7 FUN Share a fun fact about your company	8 INSPIRATION Share an inspirational quote	9 BRAND STORY Share the story behind your brand name	10 PROMOTION Share your new product	11 EDUCATION Recommend a helpful tool	12 GET SOCIAL Ask your followers what they are struggling with
13 BEHIND THE SCENE Share a lazy sunday picture	14 PROMOTION Who are your products for	15 BEHIND THE SCENE Share your to-do list	16 EDUCATION Share your tip	17 BRAND STORY Share a problem you faced	18 GET SOCIAL Talk about the weekend plans and whats everyone planning	19 EDUCATION Post an infographic
20 FATHER'S DAY #FATHERSDAY	21 GET SOCIAL Talk about your week, what you have planned	22 CLIENT LOVE Post a photo of your customer using your product/services	23 PROMOTION Share something unique about your product/service	24 CONNECT Ask your followers to join your newsletter	25 EDUCATION Share industry news	26 BEHIND THE SCENE Post of photo of you working
27 PROMOTION Talk about why your followers need your product	28 BEHIND THE SCENE Talk about your guilty pleasure	29 EDUCATION Share the best advice you've ever received	30 SOCIAL MEDIA DAY #SOCIALMEDIADAY			

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 PROMOTION Share a success story	2 EDUCATION Share a cheatsheet related to your industry	3 EDUCATION Share your favourite FB group for your industry
4 INDEPENDENCE DAY #independenceday	5 GET SOCIAL Thank your followers for their support	6 BRAND STORY Talk about your why	7 BEHIND THE SCENE Sneak peak of new product/service	8 CLIENT LOVE Share a review	9 EDUCATION Share industry news	10 PROMOTION How to use your products
11 PROMOTION Feature a product	12 GET SOCIAL Compliment or tag people wearing or using your products	13 CONNECT Ask your followers to join your newsletter	14 EDUCATION Share a hack	15 PROMOTION Share a before and after	16 GET SOCIAL Do a round of ask me anything about the industry	17 BEHIND THE SCENE Introduce an employee
18 EDUCATION Recommend a helpful tool	19 BRAND STORY Talk about your brand values	20 GET SOCIAL Compliment a biz buddy	21 FUN Share a fun meme related to your industry	22 EDUCATION Share industry news	23 PROMOTION Feature a product	24 GET SOCIAL Create a "left" or "right" post
25 PROMOTION Talk about why your followers need your product	26 BEHIND THE SCENE Share a throwback photo	27 FUN Create a small giveaway	28 EDUCATION Share interesting stats about your industry	29 BRAND STORY Talk about your inspiration	30 PROMOTION Post a case study	31 CLIENT LOVE Share a review

August

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<div>1</div> BRAND STORY Share a problem you recently encountered	<div>2</div> GET SOCIAL Answer a FAQ	<div>3</div> PROMOTION Share an exclusive offer	<div>4</div> EDUCATION Share a tip	<div>5</div> FUN Share a fun fact	<div>6</div> CLIENT LOVE Share a review	<div>7</div> FREEBIE Share a freebie
<div>8</div> PROMOTION Share an exclusive offer	<div>9</div> EDUCATION Share clips of a blog post	<div>10</div> BRAND STORY Why are you different from other brands	<div>11</div> PROMOTION Share a new product	<div>12</div> GET SOCIAL Ask for recommendation	<div>13</div> BRAND STORY Talk about how your old struggles while building your brand	<div>14</div> EDUCATION Share an article related to your industry
<div>15</div> BEHIND THE SCENE Post a picture of you working	<div>16</div> FUN Create a challenge for your followers	<div>17</div> CONNECT Share your other social media profiles	<div>18</div> PROMOTION Talk about your product	<div>19</div> EDUCATION Talk about an industry trend	<div>20</div> GET SOCIAL Talk about your weekend plans	<div>21</div> PROMOTION Share an "in case you missed it" link to an old blog post
<div>22</div> BEHIND THE SCENE Lazy sundays reveal	<div>23</div> CLIENT LOVE Share a review	<div>24</div> BRAND STORY How did you start	<div>25</div> EDUCATION Talk about what to avoid doing	<div>26</div> PROMOTION Share a unique feature about your product/services	<div>27</div> EDUCATION Share a blog post	<div>28</div> GET SOCIAL Ask your followers what they are doing today
<div>29</div> BRAND STORY Share your brand values	<div>30</div> FUN Create a small giveaway	<div>31</div> GET SOCIAL Ask your followers about their plans for September				

September

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 INSPIRATION Share an inspirational quote	2 GET SOCIAL Ask me anything segment	3 CLIENT LOVE Share a review	4 PROMOTION Share your product
5 BEHIND THE SCENE Introduce an employee	6 LABOUR DAY #labourday	7 BRAND STORY Talk about your why	8 EDUCATION Talk about an industry trend	9 PROMOTION Share a before and after	10 GET SOCIAL Talk about your weekend plans and ask your followers about theirs	11 PROMOTION Share your experience in the industry
12 EDUCATION Share the best advice you ever recieved	13 FUN Share a meme related to your industry	14 CONNECT Ask your followers to join your newsletter	15 PROMOTION Share the benefits of using your product	16 EDUCATION Share an industry tip	17 BEHIND THE SCENE Sneak peak of new products	18 GET SOCIAL Create a "left or right" post
19 BEHIND THE SCENE Talk about your hobbies	20 CLIENT LOVE Post a photo of your customer using your product/services	21 PROMOTION Step by step tutorial on how to use your products	22 FIRST DAY OF FALL #FIRSTDAYOFFALL	23 PROMOTION Share a unique feature about your product/services	24 BRAND STORY Talk about your inspiration	25 EDUCATION Share a favourite industry related book
26 FUN Share a sunday meme	27 GET SOCIAL Say hi to your new followers	28 BEHIND THE SCENE Share a throwback pic	29 EDUCATION Share an industry related podcast	30 PROMOTION Show case most loved products		

October

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 NATIONAL COFFEE DAY #coffeeday	2 INSPIRATION Share an inspirational quote
3 CLIENT LOVE Post a photo of your customer using your product/services	4 PROMOTION Share a success story	5 EDUCATION Share a what not to do	6 BEHIND THE SCENE Introduce an employee	7 BRAND STORY Talk about how you got started	8 EDUCATION Share a tip	9 FUN Share a Fun Fact about your company
10 CLIENT LOVE Share a review	11 THANKSGIVING CANADA #thanksgiving	12 BRAND STORY Talk about your approach	13 EDUCATION Share a small stat about your industry	14 BEHIND THE SCENE Share a photo of you working	15 PROMOTION Share new products, if not just any product	16 EDUCATION Talk about industry trend
17 GET SOCIAL Ask your followers about their weekend	18 BRAND STORY Why is your brand different	19 INSPIRATION Share an inspirational quote	20 PROMOTION who is your product for	21 CONNECT Ask your followers to join your newsletter	22 PROMOTION Share your products/services	23 GET SOCIAL Repost followers who use your products
24 PROMOTION Post a case study	25 CLIENT LOVE Share a review	26 EDUCATION Share a small fact about your industry	27 GET SOCIAL Ask a "would you rather" question	28 PROMOTION Share your products/services	29 BRAND STORY Talk about why your brand is different	30 PROMOTION Step-by-step tutorial
31 HALLOWEEN #happyhalloween						

November

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 GET SOCIAL Share your plans for the month and ask your followers about theirs	2 PROMOTION Step-by-step tutorial	3 BRAND STORY Talk about why your brand is different	4 GET SOCIAL Thank your followers for their support	5 EDUCATION Share a hack	6 CLIENT LOVE Share a review
7 BEHIND THE SCENE Share of photo of everyone working	8 PROMOTION Share your products	9 FUN Share an industry related meme	10 PROMOTION Share a success story	11 GET SOCIAL Repost followers who use your products and tag them	12 BRAND STORY Talk about your brand's name	13 EDUCATION Share a blogpost
14 FUN Create a small giveaway	15 CONNECT Ask your followers to join your newsletter	16 EDUCATION Share interesting stats about your industry	17 PROMOTION Share a before and after picture	18 BRAND STORY Talk about your inspiration	19 BEHIND THE SCENE Share a photo of your workspace	20 EDUCATION Share your favourite industry youtube channel
21 GET SOCIAL Ask your followers about their weekend	22 CLIENT LOVE Post a photo of your customer using your product/services	23 PROMOTION Describe the benefits of your products	24 GET SOCIAL Talk about your thanksgiving plans and ask your followers about theirs	25 THANKSGIVING U.S #thanksgiving	26 BLACK FRIDAY #Blackfriday	27 SMALL BUSINESS SATURDAY #smallbusinesssaturday
28 HANUKKAH STARTS #HANUKKAH	29 CYBER MONDAY #Cybermonday	30 GIVING TUESDAY #givingtuesday				

December

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 BEHIND THE SCENE Introduce an employee	2 PROMOTION Share your products	3 BRAND STORY Talk about how you started	4 GET SOCIAL Say hi to your new followers
5 BEHIND THE SCENE Post a photo of you working	6 HANUKKAH ENDS #HANUKKAH	7 EDUCATION Talk about industry trend	8 FUN Share a fun fact about your company	9 PROMOTION Talk about who your service/product is for	10 GET SOCIAL Talk about your weekend plans and ask your followers about theirs	11 CLIENT LOVE Post a photo of your customer using your product/services
12 CONNECT Share your other social media profiles	13 EDUCATION Talk about industry hacks	14 NATIONAL FREE SHIPPING DAY #freeshippingday	15 PROMOTION Share exclusive offers	16 BEHIND THE SCENE Share whats a day in the office	17 BRAND STORY Share a problem you solved	18 GET SOCIAL Ask. a "would you rather"
19 BEHIND THE SCENE #sundayfunday Share what youre doing	20 PROMOTION Share exclusive offers	21 FIRST DAY OF WINTER #firstdaywinter	22 BEHIND THE SCENE Packaging + shipping	23 EDUCATION Talk about what's the new trend in the industry	24 CHRISTMAS EVE #christmaseve	25 CHRISTMAS DAY #christmas
26 BEHIND THE SCENE Sneak peak of new products	27 INSPIRATION Share an inspirational quote	28 BRAND STORY Talk about your why	29 CLIENT LOVE Share a review	30 EDUCATION Share an article related to your industry	31 NEW YEARS EVE #newyearseve	