

An Introduction To Social Media Content Calendars: Service



January 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

2.

Bank Holiday

3.

New Year, New Start. What are your resolutions

4.

Introduce yourself

5.

#ThursdayThoughts
What do you think this year will bring

6.

Are you doing a January sale?

7.

Celebrate making it through the first week of 2022

1.

New Years Day

8.

Share your plans for the week ahead

9.

#MondayMotivation
Share your morning routine

10.

Share social proof like a review of your services

11.

#WednesdayWisdom
What have you learnt since starting?

12.

Sales push

13.

Remind people about your sale

14.

#BehindTheScenes
Show how you keep warm during the Winter months

15.

#WeekendVibes
Share a relaxing post

16.

It's Blue Monday try to brighten your customers day

17.

Do you have any furry team members you could post about?

18.

Share or make a relatable meme

19.

#ThrowbackThursday
What has changed?

20.

#TGIF
What are you doing at the weekend?

21.

#Saturday
What's your company ethos?

22.

#SelfCareSunday
How do you look after yourself

23.

Post a customer review

24.

National Belly Laugh Day
Share something that made you laugh

25.

Remind people that your January sale is almost over

26.

#ThursdayThoughts
share a quote

27.

#FriYay
Celebrate making it through the week

28.

Are you working this weekend?

29.

#WeekendVibes
What are you doing today?

30.

Share fun facts about your team members

31.

Reflect on what you learnt throughout the month

February 2023



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



6.
#MondayMood
Share inspo to get you through the week

7.
Tuesday Takeover
Get someone in your team to takeover the social media accounts for today

13.
Do a livestream!

14.
Valentines Day

20.
Share a picture of you in action delivering your service

21.
Pancake Day
share your skills

27.
#MondayMotivation
Share what music gets you pumped for work

28.
Do a livestream!

1.
Remind your customers Valentines Day is only 14 days away

8.
Valentines Day count down

15.
Wondering Wednesday
Ask your customers a question

22.
#WednesdayWisdom
Share a quote

2.
Explain your company values

9.
#ThursdayThoughts
Post something interesting about your niche

16.
#BehindTheScenes
Show your team having fun

23.
#ThrowbackThursday
What did your team members used to look like?

3.
Tell everyone what you're doing today

10.
#FridayQuotes
Share a motivational quote

17.
Share a relevant meme

24.
It's almost the end of the week...
What have you found challenging?

4.
Inspire someone!
What's one thing you have learnt this week?

11.
National Invention Day
What is an invention you can't live without?

18.
Saturday Sales Push

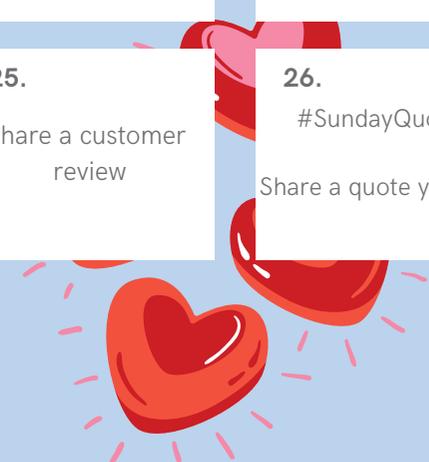
25.
Share a customer review

5.
Make an Instagram reel

12.
Share a funny story

19.
#SundayVibes
Share what helps you relax

26.
#SundayQuotes
Share a quote you love





March 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

1.
Ask everyone what their plans are for this month

2.
What industry news have you discovered recently?

3.
Share a customer review

4.
#SaturdayMood
How are you today

5.
#WeekendVibes
Share what you have been up to this weekend

6.
#MondayMotivation
Share a motivational quote

7.
Tale Tuesday
Tell everyone why you started your business

8.
International Women's Day
Share an inspirational quote

9.
Is your service perfect for Mother's Day?

10.
How's your mental health?
Do you need a break this weekend?

11.
Push Mother's Day sales

12.
How do you relax at the weekend?

13.
Ask everyone what they're doing this week

14.
#BehindTheScenes Post
Show you having fun at work

15.
Wondering Wednesday
Ask your customers a question

16.
#ThrowbackThursday
Look at how far you've come

17.
St Patrick's Day

18.
Is it a sunny Saturday?

19.
Happy Mother's Day Post

20.
First day of Spring

21.
Make an Instagram reel

22.
Why Wednesday
Explain why you do things in a certain way

23.
Talk about your service

24.
#FridayQuotes
Ask everyone what their favourite quotes are

25.
Share fun facts about your team members

26.
Do a Q&A

27.
Manic Monday
How well are you balancing work and life?

28.
Tuesday Truth
Talk about why people love your service

29.
Wonderful Wednesday
What's going well today?

30.
Talk about your industry niche

31.
#FridayFeeling
Tell everyone what you're looking forward to this weekend

April 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

3.

Post a customer review

4.

Do a livestream!

5.

Walking Talking Wednesday
Do a live stream!

6.

#ThrowbackThursday
What has changed?

7.

Good Friday

1.

Happy April Post

2.

Tell everyone what your plans are for this month

8.

Easter Egg Hunt

9.

Easter Sunday

10.

Easter Monday

11.

How many Easter eggs did you get?

12.

Remind your customers to bring an umbrella this month

13.

Introduce yourself

14.

#FridayQuotes
Share a motivational quote

15.

#BehindTheScenes

16.

Tired? Take a break, you deserve it!

17.

National Haiku Poetry Day
Share a Haiku relating to your brand

18.

Tuesday Takeover
Get someone in your team to takeover the social media accounts for today

19.

Wonderful Wednesday
Whats going well today?

20.

#ThursdayThoughts
Share your views on some industry news

21.

It's almost the end of the week...
What have you found challenging?

22.

Earth Day

23.

St. George's Day

24.

#MondayMotivation
Share what keeps you motivated

25.

Share some quirky facts about your team members

26.

Ask your customers a question

27.

Talk about the benefits of your service

28.

Inspire someone!
What is one thing you learnt this week

29.

International Dance Day
Bust a move

30.

#WeekendVibes
What are you doing today?

May 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

1.

Happy May Bank Holiday

2.

Make and share a meme about your service

3.

Share a customer review

4.

Tell everyone how you started your business

5.

It is almost the end of the week. What have you learnt?

6.

Do a Q&A

7.

Make an Instagram reel

8.

#MondayMood
Share inspo to get you through the week

9.

What industry news have you discovered this week?

10.

#WednesdayWisdom
Share a quote

11.

#ThrowbackThursday
What obstacles did you have to overcome?

12.

#FridayQuotes
Share a motivational quote

13.

Inspire someone!
What's one thing you have learnt this week?

14.

Share a funny story

15.

Do a livestream!

16.

Tuesday Takeover
Get someone in your team to takeover the social media accounts for today

17.

Wondering Wednesday
Ask your customers a question

18.

#BehindTheScenes
Show your team having fun

19.

It's almost the end of the week...
What have you found challenging?

20.

#WeekendVibes
What are you doing this weekend?

21.

#BehindTheScenes

22.

Post a picture of yourself

23.

#TeaTuesday
Ask your customers how their day is going

24.

Walking Talking Wednesday
Do a live stream!

25.

Share a customer review

26.

'What's everyone doing this Bank-holiday?' post

27.

Is your service sustainable in any way?
If so talk about it!

28.

Share a relevant meme

29.

Spring Bank Holiday

30.

Tale Tuesday
Whats new?

31.

What are you looking forward to next month?

June 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

1.

Are you enjoying the weather?

2.

Tell everyone what you're doing today

3.

Inspire someone! What's one thing you have learnt this week?

4.

Make an Instagram reel

5.

Monday Motivation
Share some good news

6.

Tuesday Takeover
Get someone in your team to takeover the social media accounts for today

7.

Wondering Wednesday
Ask your customers a question

8.

#BehindTheScenes

9.

Go for a stroll and share what you see

10.

Saturday Sales Push

11.

#SundayVibes
Share what helps you relax

12.

#ManicMonday
How busy are you today?

13.

#TuesdayTips
Share some helpful tips

14.

How can you make your business more sustainable

15.

Share a fact about your business

16.

Do a team building activity

17.

Share a relevant meme

18.

Inspire someone: why did you start your business

19.

Do some office yoga
#OfficeLife

20.

Do a Q&A

21.

Celebrate the first day of summer

22.

Ask your customers a question

23.

Eat lunch outside today

24.

Is it a sunny Saturday?

25.

#SundayFunday
What do you do for fun on a Sunday?

26.

#MondayMorning
Coffee or tea? Start the debate in the comments

27.

Take some photos of local wildlife and upload them to your feed

28.

#WednesdayWisdom
Share a quote

29.

#ThrowbackThursday
What did you look like 5 years ago?

30.

What have you got planned for next month?

July 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

3.
Introduce yourself

4.
#BehindTheScenes

5.
Ask your customers a question

6.
What industry news have you discovered recently

7.
#FridayQuotes
Share a quote you have heard today

1.
What are your goals for July?

2.
What are your plans for the summer?

10.
#MondayMotivation
Share a motivational quote

11.
Eat lunch outside today

12.
Share a picture from a happy customer

13.
#ThursdayVibes
How are the vibes in the office today?

14.
Share a customer review

15.
#WeekendVibes
What are you doing this weekend?

16.
Tell everyone what you are grateful for

17.
#MondayMood
Go and feed some ducks

18.
Tuesday Takeover
Get someone in your team to takeover the social media accounts for today

19.
Take your team out for a summer stroll

20.
Share some exciting news about your service

21.
#NationalSelfieDay
Share a photo of yourself

22.
#SaturdayMorning
What's for breakfast?

23.
#SundayFunday
Share how you make work fun

24.
Take your dog to work day!
Share a photo of your furry friends in the office

25.
Make an Instagram reel

26.
Walking talking Wednesday
Do a live stream!

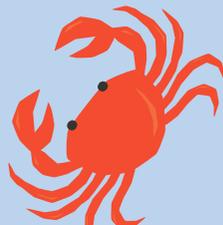
27.
Have a team ice cream and post it online

28.
#FridayNight
Relax and unwind this evening

29.
Share what you are doing this weekend

30.
Social Media Day!
Celebrate the relationships you have made through socials

31.
Reflect- how did this month go?



August 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

1.
Welcome August

2.
Wednesday Wisdom
how does your
service make things
better?

3.
Share some exciting
news

4.
Cycle to Work Day

5.
Share a customer
review

6.
Share a wholesome
quote

7.
Ask your followers for
questions to answer later
in the week

8.
International Cat Day
Share photos of any
office cats

9.
Show everyone what it's
like working for you

10.
Answer questions
from Monday

11.
Do a live stream

12.
Share what inspires
you

13.
It's time for a
team BBQ

14.
Remind your
customers about
your company
values

15.
Share a customer
review

16.
Make a meme and
share it

17.
#ThursdayThoughts
Tell everyone what you
are thankful for

18.
#FridayQuotes
Share a funny
quote you have
heard in the week

19.
Showcase Saturday
Share your love for
your business

20.
#SummerTime
What are you
doing today?

21.
#MondayMotivation
What motivates you?

22.
#TuesdayTips
Share a
business story

23.
Ask your customers
a question

24.
Make an
Instagram reel

25.
Spot some flowers for
Daffodil Day

26.
Have a
#MindfulMoment

27.
Just Because Day.
Do something just
because you can

28.
Summer
Bank Holiday

29.
How did you spend
your long weekend?

30.
Ask your followers a
question

31.
What industry
news have
you discovered
recently

September 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

4.
#MondayMood
Share inspo to get you through the week

5.
Make an Instagram reel

6.
Read a Book Day
Read a book and share it with your followers

7.
#ThrowbackThursday
What has changed?

8.
Do a Q&A

9.
What are your company's ethics

10.
#WeekendVibes
What are you doing today?

11.
Share a customer review

12.
Talk about the benefits of your service

13.
Positive Thinking Day
Share a positive quote

14.
What industry news have you discovered recently

15.
#OfficeLife
Share your work space

16.
#WeekendVibes
How are you spending your weekend?

17.
#SelfCareSunday
Share your self care tips and tricks

18.
#MotivationalMonday
Share what keeps you motivated

19.
Tuesday Takeover
Get someone in your team to takeover the social media accounts for today

20.
Wonderful Wednesday
Whats going well today?

21.
#ThursdayThoughts
Reflect the end of summer

22.
First day of Autumn

23.
Make some warm beverages
*weather permitting

24.
Inspire someone!
What is one thing you have learnt this week

25.
Take your team for an Autumn walk

26.
#TravelTuesday
Share a picture of your travel to work

27.
Do a competition

28.
Share some exciting news about your service

29.
Talk about the benefits of your service

30.
It is never too early to be thinking about Christmas

October 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



2.
Have you had a pumpkin-spiced drink yet?

3.
Tell customers what you are up to this week

4.
#Reflect
What have you learnt this week?

5.
Share a customer review

6.
Announce competition winner

7.
Create a video explaining your service

1.
Make a meme and share it

8.
#WeekendVibes
How do you spend your Sunday?

9.
Ask customers to ask some questions

10.
Team Takeover! Get a team member to take over the social media

11.
#WednesdayWisdom
Share a quote

12.
What are your goals for this quarter?
Share with your customers

13.
Do a livestream answer the questions from Monday

14.
Do a Q&A

15.
#SelfcareSunday
How are you relaxing?

16.
#BehindTheScenes
How do you start your week?

17.
Make an Instagram reel.
Office tour!

18.
Ask your customer if they are getting ready for Halloween

19.
#ThrowbackThursday
What has changed?

20.
Look at customer feedback! Let customers know how you will change

21.
#OfficeBuddy
Share your furry friend

22.
Sleepy Sunday
It's time to take a break!

23.
#MondayMotivation
What inspires you?

24.
Show everyone your team pumpkin carving contest!

25.
Only two months till Christmas! Is it too early to start the count down

26.
#ThursdayThoughts
What are you grateful for today?

27.
Share some exciting news about your service

28.
What are you doing for fun today

29.
Where do you like working on Sundays?

30.
How do you celebrate Halloween?

31.
Happy Halloween



November 2023

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

6.

How was everyone's evening last night?

13.

#MondayMotivation
Share tips on how to get into the working mood, for the week head

20.

#MondayMood
Share inspo to get you through the week

27.

Cyber Monday

7.

Post about a upcoming change or something new to your business

14.

Tell people about an interesting thing you have learnt lately

21.

#TeaTuesday
Ask your customers how their day is going

28.

Ask customers what deals they got this Friday and Monday

1.

What are you doing for World Vegan Day?

8.

Show a sneak peek of your Christmas plans

15.

#WednesdayWisdom
Share a quote

22.

Tell customer some of the deals that you will offer this Friday

29.

Reflect- how did this month go?

2.

How do you feel about doing a sale this month?

9.

Share a customer review

16.

#ThursdayThoughts
Share a thought you have had today

23.

Thanksgiving
What are you thankful for?

30.

Ask customers, what they like most about your company

3.

Ask customers what they like most about Bonfire Night

10.

Friday motivation, Share what you are up to with your customers

17.

Tease Black Friday deals

24.

Black Friday. It's sale day!

4.

Discuss the pros of your service

11.

Tell your customers how the business started, tell its story

18.

Follower Saturday ask followers to invite friends to follow you

25.

Instagram Reel idea Show some of your Black Friday Offers

5.

Happy Bonfire Night

12.

Share how the team relaxes on their day off

19.

#Sunday
How are you spending your day?

26.

The sales have not ended, get ready for Cyber Monday





December 2023



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday



4.

Bake some cookies for National Cookie Day and share your results

5.

Team Takeover! Get a team member to take over the social media

6.

Livestream the team making the office look Christmassy

7.

Show your staff hard at work

1.

How are you getting ready for Christmas? Is it too early to start getting ready for Christmas?

2.

It's time for a competition !
Let customers win a service from you

3.

Make some paper chains to decorate the office

11.

#BehindTheScenes
How do you start your week?

12.

Make a gingerbread house with the team for Gingerbread House Day

13.

Announce the competition winner

14.

Do a Q&A

8.

Create a video explaining your service

9.

Share how you and your team celebrate Christmas

10.

What's your favourite Christmas movie?

15.

Share #BehindTheScenes Christmas preparation

16.

Start a debate!
Sprouts at Christmas, yay or nay?

17.

Hot chocolate time!
Ask your customer if they like Hot chocolate

18.

Christmas is only one week away!

19.

It's Christmas Week!
Ask customers if they are ready

20.

Do a Christmassy livestream

21.

Is it snowing yet?
Comment on the weather.
Do you like snow?

22.

Do you like mince pies?

23.

Your favourite Christmas carol?
Try and relate to customers

24.

Write a Christmas card to your customers wishing them a Merry Christmas and post a picture of it

25.

Christmas Day

26.

Boxing Day

27.

How was everyone's Christmas?

28.

Let people know if you are doing a January sale

29.

Share a customer review

30.

Reflect on your work from the past year

31.

Show off your New Year's Eve plans