

PLANN

Interactive Content Calendar

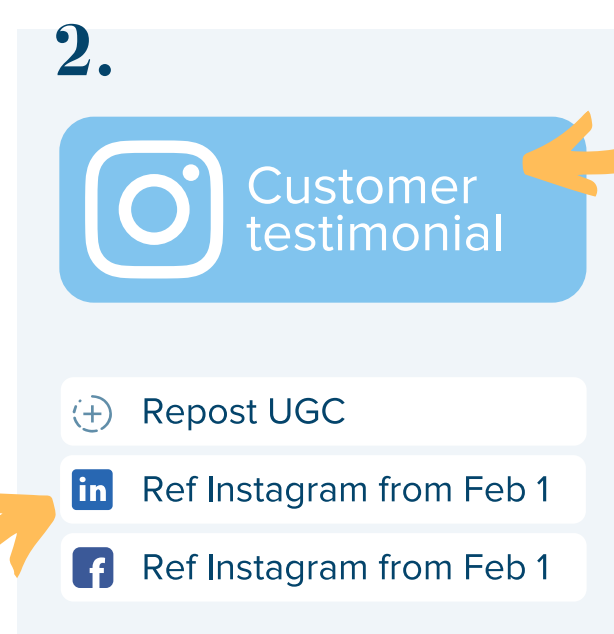
with free templates!

Makeover alert! We're thrilled to announce that we've redesigned our content calendar for 2021, jampacking it with even more valuable content ideas. Now as well as Instagram grid and stories ideas, you'll also find tips for repurposing your content across Facebook and LinkedIn! To help you navigate our new calendar layout like a pro and get you creating winning content in no time, here are the new features to keep an eye out for.

If you're checking out the calendar on desktop, you can now click on this button to get a free Canva template to go with that content theme! You can make it your own in Canva, then schedule it straight to your grid!

Click me for a free Canva template!

Tips to repurpose content from earlier in the month, on a different platform!



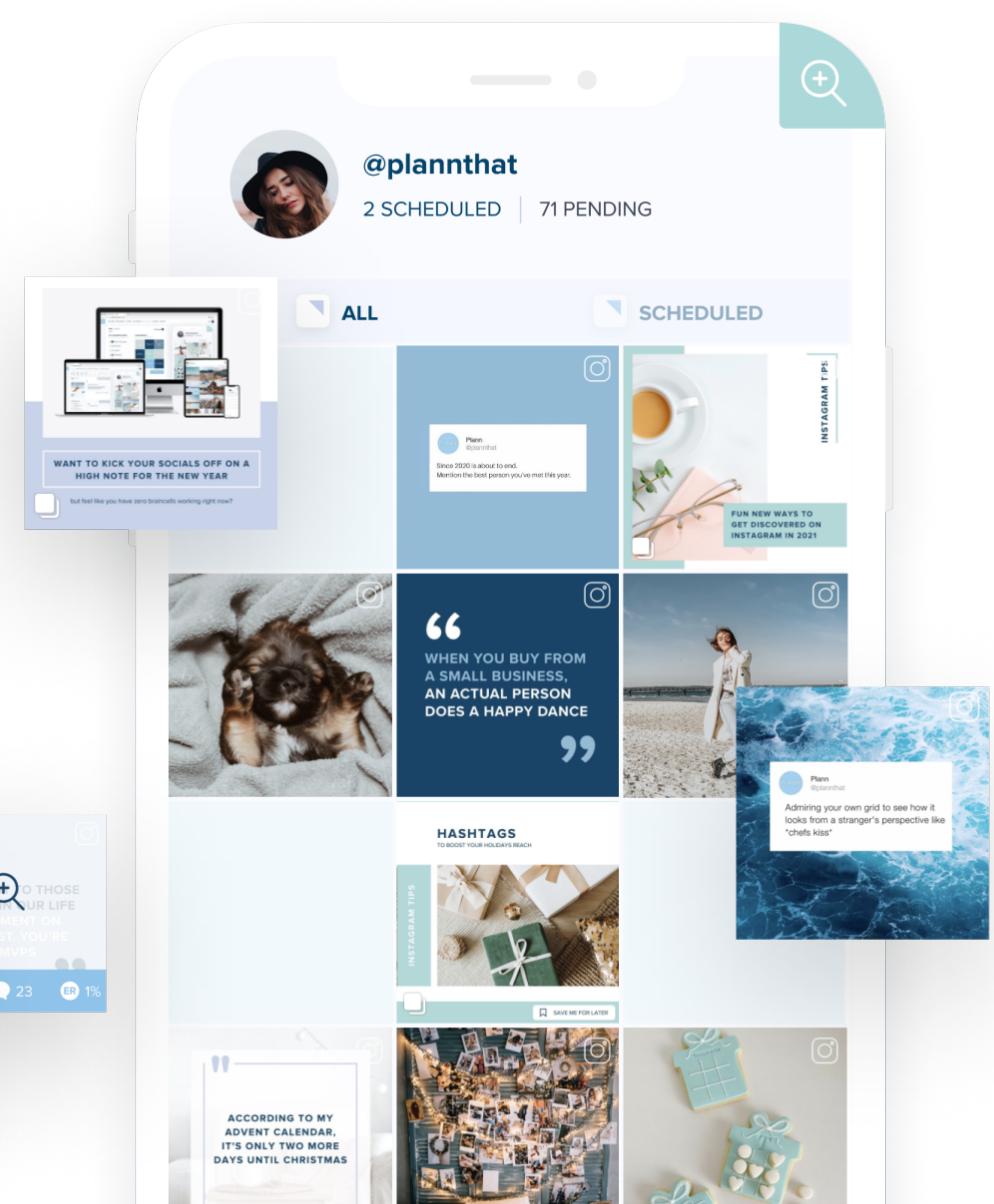
If you see the term 'ref', this means to refer to the content prompt from a previous day, and repurpose it across another platform. For example, if you see 'Ref Instagram from Feb 1,' that means you can go back to the Instagram idea from February 1st and share it across Facebook or LinkedIn. Tip: You can use Plann's handy 'recreate' button to instantly repurpose your content to another platform!

Cross-post from Instagram to Facebook and LinkedIn with Plann

The best way to maximize your reach on social media is to cross-promote your content and share it across multiple platforms. Re-create posts for both Facebook and LinkedIn in one, simple step. Plus, re-share top-performing content across platforms! [Learn more about repurposing content with Plann here.](#)

Click to expand!

- View on Instagram
- Recreate for LinkedIn Page (Plann)
- Recreate for Facebook Page (PLANN)
- Repost on Instagram



F E B R U A R Y

February

February is here and we can feel the love in the air! This handy content calendar will show you not only how to smash your Valentine's Day sales, but also how to show your socials some love across ALL of your key platforms.

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	<p>1.</p> <p> Key learnings from January</p> <ul style="list-style-type: none"> IGTV on key learnings Ask about key learnings New month meme 	<p>2.</p> <p> Customer testimonial</p> <ul style="list-style-type: none"> Repost customer Ref Instagram from Feb 1 Ref Instagram from Feb 1 	<p>3.</p> <p> Tease what's coming up</p> <ul style="list-style-type: none"> Live on February goals Tell a story about client Ref Instagram from Feb 2 	<p>4.</p> <p> Throwback Thursday</p> <ul style="list-style-type: none"> Valentine's Day memory Share a blog post Repurpose Instagram 	<p>5.</p> <p> Key points from blog</p> <ul style="list-style-type: none"> Live about key points Share blog responses Ref LinkedIn from Feb 4 	<p>6.</p> <p> Valentine's Day Gift guide</p> <ul style="list-style-type: none"> Share guide to Stories Post a poll Repurpose Instagram
<p>7.</p> <p> Self-care Sunday</p> <ul style="list-style-type: none"> BTS of your Sunday Poll results from Feb 6 Live about carousel 	<p>8.</p> <p> Tease Valentine's Day giveaway</p> <ul style="list-style-type: none"> Giveaway teaser Giveaway teaser Share giveaway blog 	<p>9.</p> <p> Announce Valentine's Day giveaway</p> <ul style="list-style-type: none"> Live about giveaway Live about giveaway Live about giveaway 	<p>10.</p> <p> Urgency post for giveaway</p> <ul style="list-style-type: none"> Giveaway countdown Valentine's Day offers Repurpose Instagram 	<p>11.</p> <p> Close giveaway</p> <ul style="list-style-type: none"> Giveaway closed Business shoutout Repurpose Instagram 	<p>12.</p> <p> Announce giveaway winner</p> <ul style="list-style-type: none"> Share winner on Stories Repurpose Instagram Repurpose Instagram 	<p>13.</p> <p> Valentine's Day Post</p> <ul style="list-style-type: none"> Shoutout your besties Valentine's Day reflection Live with biz bestie
<p>14.</p> <p> Valentine's Day post</p> <ul style="list-style-type: none"> Valentine's Day GIF Interesting stat Valentine's meme 	<p>15.</p> <p> Motivation Monday post</p> <ul style="list-style-type: none"> Tips for sticking to goals Share goals tips Repurpose Instagram 	<p>16.</p> <p> Invite to join mailing list</p> <ul style="list-style-type: none"> Teaser of your newsletter Repurpose Facebook Newsletter teaser 	<p>17.</p> <p> Answer FAQs</p> <ul style="list-style-type: none"> Live on FAQs Ref Instagram from Feb 16 Ref Instagram from Feb 16 	<p>18.</p> <p> Share a work in progress</p> <ul style="list-style-type: none"> BTS of work in progress Work in progress story Ref Instagram from Feb 17 	<p>19.</p> <p> Talk about a personal challenge</p> <ul style="list-style-type: none"> Live on personal challenge LinkedIn live/story Ref Instagram from Feb 18 	<p>20.</p> <p> Shoutout a business you love</p> <ul style="list-style-type: none"> Small business sticker Repurpose Instagram Ref Instagram from Feb 19
<p>21.</p> <p> Share industry stat</p> <ul style="list-style-type: none"> Live on industry stat Share a guide Ref Instagram from Feb 20 	<p>22.</p> <p> Funny, relatable Reels</p> <ul style="list-style-type: none"> Share Reel to Stories Ref Instagram from Feb 21 Post relatable meme 	<p>23.</p> <p> Tuesday Tips</p> <ul style="list-style-type: none"> IGTV on industry tips Tips carousel Facebook live with tips 	<p>24.</p> <p> Post an animated meme</p> <ul style="list-style-type: none"> Share meme with emoji slider Share recent feature Repurpose Instagram 	<p>25.</p> <p> Share finished project</p> <ul style="list-style-type: none"> In-depth product tour Share finished project Share finished project 	<p>26.</p> <p> Share social proof</p> <ul style="list-style-type: none"> Share testimonial Tell customer story Live about industry tips 	<p>27.</p> <p> Getting to know me post</p> <ul style="list-style-type: none"> Live answering questions Reshare external article Repurpose Instagram
<p>28.</p> <p> Short month meme</p> <ul style="list-style-type: none"> Share meme with emoji slider Reflect on February Short month meme 						

POSTS STORIES FACEBOOK LINKEDIN