

PLANN

# Interactive Content Calendar

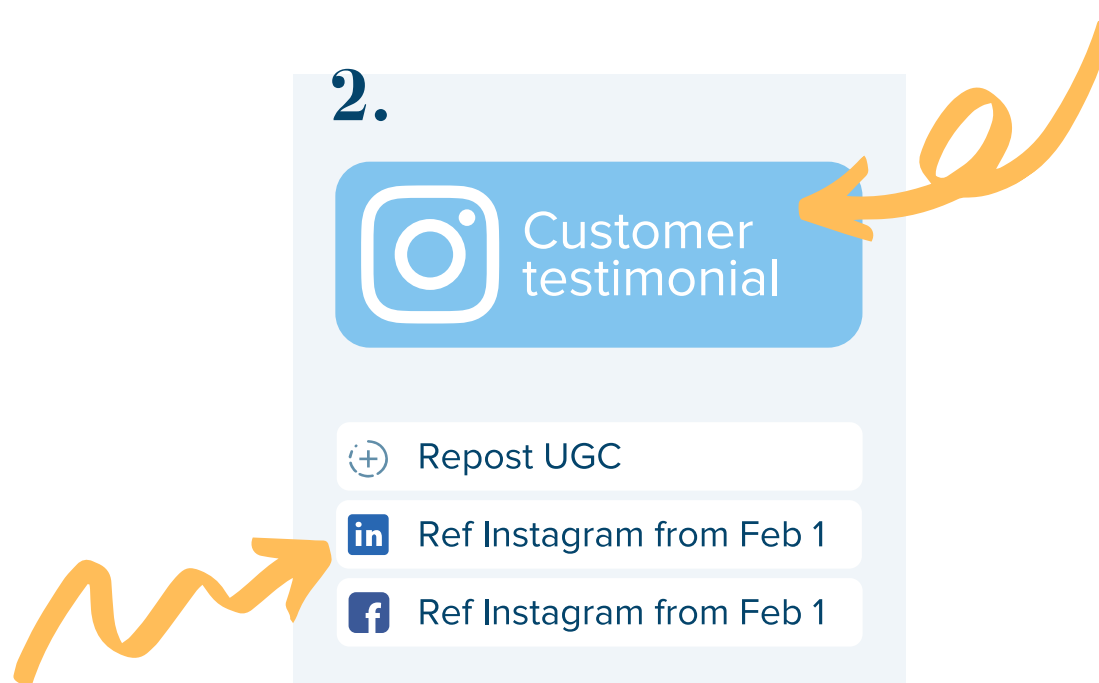
*with free templates!*

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!

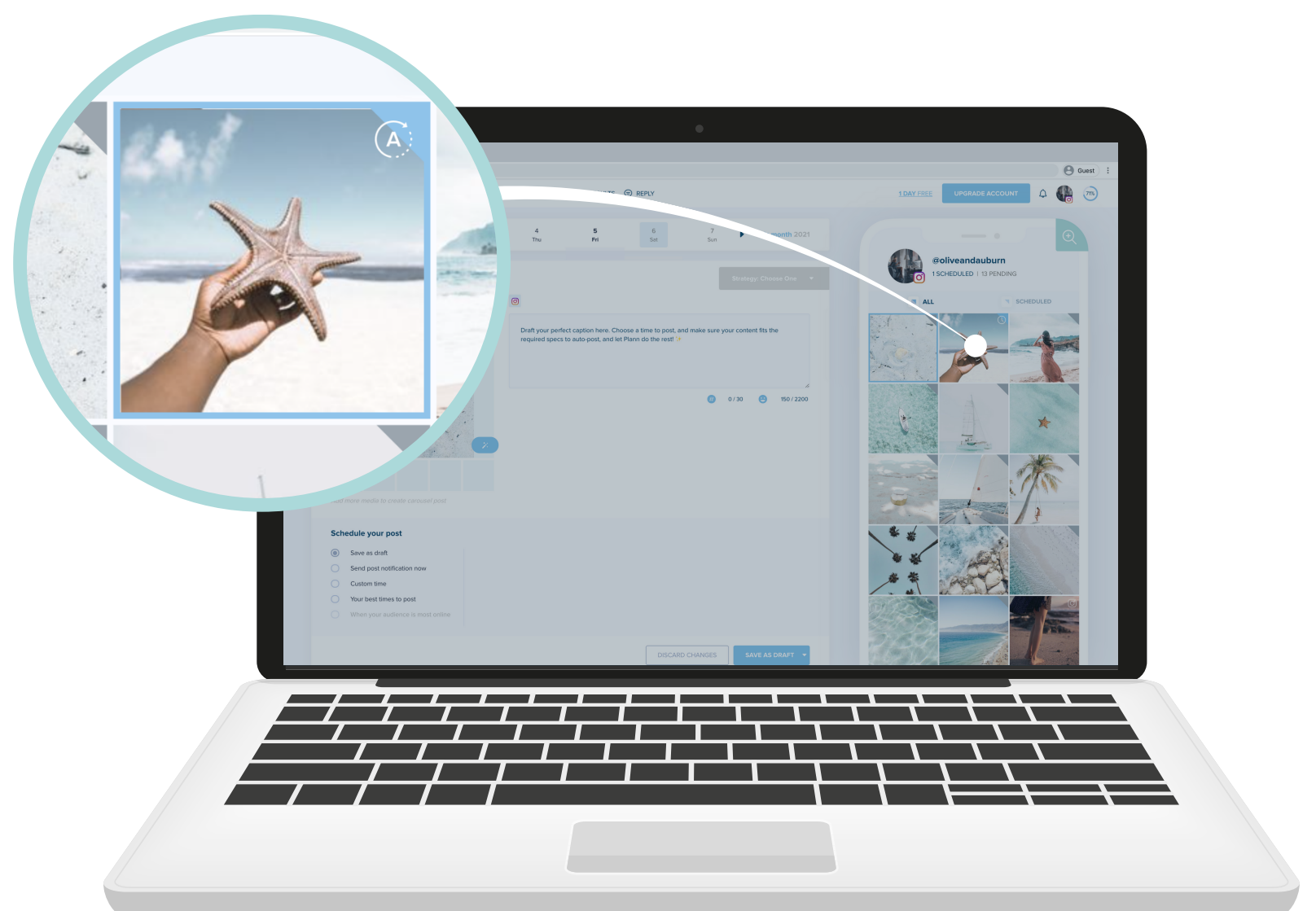
Tips to repurpose content  
from earlier in the month,  
on a different platform!



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!

## Auto Post to Instagram, LinkedIn and Facebook with Plann!

Pssst...Have you heard the great news? Plann now officially supports auto posting for Instagram business accounts! That means you can schedule ahead your photos and videos for your grid post, and they'll automatically post at your time of choice. No manual posting required! This also now means we support auto posting for your three major platforms — Instagram, Facebook and LinkedIn — so you can slay your socials while you sleep!



# MARCH

How are we already three months into 2021!? While this year is going far too fast for our likings, that doesn't mean you have to feel unprepared on socials. With this jam-packed content calendar for all your key platforms, we're helping you march into March with the confidence to smash your social goals ✨

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	<p><b>1.</b></p> <p> Marching into March</p> <ul style="list-style-type: none"> <li> Funny gif</li> <li> February key learnings</li> <li> Funny meme</li> </ul>	<p><b>2.</b></p> <p> Tuesday Tips</p> <ul style="list-style-type: none"> <li> Live sharing tips</li> <li> Share industry tips</li> <li> Tuesday Tips</li> </ul>	<p><b>3.</b></p> <p> Tease what's coming up</p> <ul style="list-style-type: none"> <li> Sneak peek of upcoming project</li> <li> Tease what's coming up</li> <li> FB live on March plans</li> </ul>	<p><b>4.</b></p> <p> Community member shoutout</p> <ul style="list-style-type: none"> <li> Share member's profile</li> <li> Ref Instagram from March 3</li> <li> Community member shoutout</li> </ul>	<p><b>5.</b></p> <p> Funny Reels</p> <ul style="list-style-type: none"> <li> Share Reels preview</li> <li> Ref Instagram from March 4</li> <li> Share link to Reels</li> </ul>	<p><b>6.</b></p> <p> Share recent win</p> <ul style="list-style-type: none"> <li> Ask audience to share a win</li> <li> Use 'celebrate achievement' feature</li> <li> Share link to recent win</li> </ul>	
<p><b>7.</b></p> <p> Educational carousel</p> <ul style="list-style-type: none"> <li> Live on carousel key points</li> <li> Share carousel</li> <li> Share carousel</li> </ul>	<p><b>8.</b></p> <p> International Women's Day</p> <ul style="list-style-type: none"> <li> Share women who inspire you</li> <li> Talk about female mentors</li> <li> International Women's Day</li> </ul>	<p><b>9.</b></p> <p> Comment on industry news</p> <ul style="list-style-type: none"> <li> Live on industry news</li> <li> Poll on industry news</li> <li> Comment on industry news</li> </ul>	<p><b>10.</b></p> <p> Relatable industry meme</p> <ul style="list-style-type: none"> <li> meme with emoji reaction slider</li> <li> Share results of poll</li> <li> Relatable industry meme</li> </ul>	<p><b>11.</b></p> <p> Tease Friday flash sale</p> <ul style="list-style-type: none"> <li> Countdown Sticker</li> <li> Ref Facebook from March 10</li> <li> Tease Friday flash sale</li> </ul>	<p><b>12.</b></p> <p> Friday flash sale</p> <ul style="list-style-type: none"> <li> Live announcing sale</li> <li> Friday flash sale</li> <li> Live on Friday flash sale</li> </ul>	<p><b>13.</b></p> <p> Close Friday flash sale</p> <ul style="list-style-type: none"> <li> Reshare customer DMs</li> <li> Talk about flash sale results</li> <li> Close Friday flash sale</li> </ul>	
<p><b>14.</b></p> <p> Share testimonial</p> <ul style="list-style-type: none"> <li> Video testimonial</li> <li> Share testimonial</li> <li> Share testimonial</li> </ul>	<p><b>15.</b></p> <p> Motivation Monday</p> <ul style="list-style-type: none"> <li> Share productivity tip</li> <li> Office productivity tip</li> <li> Motivation Monday</li> </ul>	<p><b>16.</b></p> <p> Callout for questions</p> <ul style="list-style-type: none"> <li> Use question sticker</li> <li> Comment on industry stat</li> <li> Callout for questions</li> </ul>	<p><b>17.</b></p> <p> St. Patrick's Day</p> <ul style="list-style-type: none"> <li> Post about your 'lucky charm'</li> <li> Ref Facebook from March 16</li> <li> St. Patrick's Day</li> </ul>	<p><b>18.</b></p> <p> Announce you're going live</p> <ul style="list-style-type: none"> <li> Live answering questions</li> <li> Share key points from live</li> <li> Repost live video</li> </ul>	<p><b>19.</b></p> <p> Video of product in action</p> <ul style="list-style-type: none"> <li> Reshare video to stories</li> <li> Video of product in action</li> <li> Video of product in action</li> </ul>	<p><b>20.</b></p> <p> Callout to join mailing list</p> <ul style="list-style-type: none"> <li> Share snippet of recent email</li> <li> Share mailing list link</li> <li> Share mailing list link</li> </ul>	
<p><b>21.</b></p> <p> Positive Vibes</p> <ul style="list-style-type: none"> <li> 'Pay forward good deed'</li> <li> Positive Vibes in workplace</li> <li> Positive Vibes</li> </ul>	<p><b>22.</b></p> <p> Share recent blog/podcast</p> <ul style="list-style-type: none"> <li> Share blog snippet to stories</li> <li> Share link to blog/podcast</li> <li> Share link to blog/podcast</li> </ul>	<p><b>23.</b></p> <p> Vulnerability post</p> <ul style="list-style-type: none"> <li> Reshare post to stories</li> <li> Share a BTS LinkedIn story</li> <li> Vulnerability post</li> </ul>	<p><b>24.</b></p> <p> Reel on industry trend</p> <ul style="list-style-type: none"> <li> Poll audience on trend</li> <li> Ref. LinkedIn from March 23</li> <li> Post Reel on Facebook</li> </ul>	<p><b>25.</b></p> <p> Share book you're reading</p> <ul style="list-style-type: none"> <li> Tour of book shelf</li> <li> Ask for book recommendations</li> <li> Share book you're reading</li> </ul>	<p><b>26.</b></p> <p> Shoutout business you love</p> <ul style="list-style-type: none"> <li> Share small business sticker</li> <li> Shoutout business you love</li> <li> Shoutout business you love</li> </ul>	<p><b>27.</b></p> <p> Share a recent feature</p> <ul style="list-style-type: none"> <li> Share feature on stories</li> <li> Share link to feature</li> <li> Share link to feature</li> </ul>	
<p><b>28.</b></p> <p> Self-care Sunday</p> <ul style="list-style-type: none"> <li> BTS of self-care ritual</li> <li> How to prep for week ahead</li> <li> BTS of self-care ritual</li> </ul>	<p><b>29.</b></p> <p> Ask for April content requests</p> <ul style="list-style-type: none"> <li> Use questions sticker</li> <li> Ask for April content request</li> <li> Ask for April content request</li> </ul>	<p><b>30.</b></p> <p> Reflect on Q1 achievements</p> <ul style="list-style-type: none"> <li> Checklist of what you achieved</li> <li> Post highlight of month</li> <li> Slideshow of Q1 highlights</li> </ul>	<p><b>31.</b></p> <p> Share Q2 Goals</p> <ul style="list-style-type: none"> <li> Live about goals</li> <li> Share focus for month ahead</li> <li> Ref LinkedIn from March 30</li> </ul>	<p> POSTS    STORIES    FACEBOOK    LINKEDIN</p>			

Don't feel like you have to post on every platform every day! We've simply provided suggestions on how you can repurpose your content across multiple channels to work smarter, not harder!