

APRIL

We're four months into the year, which means it's time to let yourself off the hook and stop posting on your socials.... Sike, Happy April Fools! If anything, all of your consistent posting in the first quarter of the year has set you up for sales success in the next. So, now is the time to keep charging forward with your amazing, value-driven content — and this jam-packed content calendar will help you do just that.

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<div>4.</div> <div><div></div><div>Easter Sunday</div></div> <div><div></div><div>Poll fave type chocolate</div></div> <div><div></div><div>Story about new beginnings</div></div> <div><div></div><div>Easter quote</div></div>	<div>5.</div> <div><div></div><div>Motivation Monday</div></div> <div><div></div><div>BTS your morning routine</div></div> <div><div></div><div>Motivational quote</div></div> <div><div></div><div>Motivational quote</div></div>	<div>6.</div> <div><div></div><div>Educational Reels</div></div> <div><div></div><div>Reshare Reels to stories</div></div> <div><div></div><div>Share link to your mailing list</div></div> <div><div></div><div>Share link to your mailing list</div></div>	<div>7.</div> <div><div></div><div>World Health Day</div></div> <div><div></div><div>Share how you stay healthy</div></div> <div><div></div><div>Tips for a healthy business</div></div> <div><div></div><div>Healthy habits tips</div></div>	<div>8.</div> <div><div></div><div>Share recent win</div></div> <div><div></div><div>Ask audience to share wins</div></div> <div><div></div><div>Share link to recent win</div></div> <div><div></div><div>Share link to recent win</div></div>	<div>9.</div> <div><div></div><div>Shoutout community member</div></div> <div><div></div><div>Tag community member in story</div></div> <div><div></div><div>Shoutout community member</div></div> <div><div></div><div>Shoutout community member</div></div>	<div>10.</div> <div><div></div><div>Share what you're watching</div></div> <div><div></div><div>Ask for show recommendations</div></div> <div><div></div><div>The TV shows that changed your life</div></div> <div><div></div><div>Share what you're reading</div></div>
<div>11.</div> <div><div></div><div>Ask your audience for questions</div></div> <div><div></div><div>Use questions sticker</div></div> <div><div></div><div>Ask your audience for questions</div></div> <div><div></div><div>Ask your audience for questions</div></div>	<div>12.</div> <div><div></div><div>Announce you're going live</div></div> <div><div></div><div>Go live and answer questions</div></div> <div><div></div><div>Save live and reshare</div></div> <div><div></div><div>Announce you're going live</div></div>	<div>13.</div> <div><div></div><div>Tips Tuesday</div></div> <div><div></div><div>Share educational carousel</div></div> <div><div></div><div>Elaborate on one of the tips</div></div> <div><div></div><div>Share educational carousel</div></div>	<div>14.</div> <div><div></div><div>Tease mid-month flash sale</div></div> <div><div></div><div>Countdown sticker</div></div> <div><div></div><div>Story about upcoming flash sale</div></div> <div><div></div><div>Tease mid-month flash sale</div></div>	<div>15.</div> <div><div></div><div>Mid-month flash sale</div></div> <div><div></div><div>Go live about sale</div></div> <div><div></div><div>Link to mid-month flash sale</div></div> <div><div></div><div>Announce mid-month flash sale</div></div>	<div>16.</div> <div><div></div><div>Funny Reels</div></div> <div><div></div><div>Share Reels to your story</div></div> <div><div></div><div>Share recent blog or podcast</div></div> <div><div></div><div>Funny quote or meme</div></div>	<div>17.</div> <div><div></div><div>Quiz: How well does your audience know your brand?</div></div> <div><div></div><div>Use quiz sticker</div></div> <div><div></div><div>Poll your audience</div></div> <div><div></div><div>Quiz your audience</div></div>
<div>18.</div> <div><div></div><div>Self-care Sunday</div></div> <div><div></div><div>BTS how you're unwinding</div></div> <div><div></div><div>How you prepare for the week</div></div> <div><div></div><div>Self-care Sunday quote</div></div>	<div>19.</div> <div><div></div><div>Someone who inspires you</div></div> <div><div></div><div>Shoutout small business sticker</div></div> <div><div></div><div>Someone who inspires you</div></div> <div><div></div><div>Someone who inspires you</div></div>	<div>20.</div> <div><div></div><div>Introduce self to new followers</div></div> <div><div></div><div>Live introducing yourself</div></div> <div><div></div><div>Tell a story about your 'why'</div></div> <div><div></div><div>Introduce self to new followers</div></div>	<div>21.</div> <div><div></div><div>Highlight team member</div></div> <div><div></div><div>Q+A with team member</div></div> <div><div></div><div>Highlight team member</div></div> <div><div></div><div>Highlight team member</div></div>	<div>22.</div> <div><div></div><div>Share project you're working on</div></div> <div><div></div><div>BTS sneak peek of project</div></div> <div><div></div><div>Poll audience on work in progress</div></div> <div><div></div><div>Share project you're working on</div></div>	<div>23.</div> <div><div></div><div>Flashback Friday</div></div> <div><div></div><div>Share a 'sliding doors' moment</div></div> <div><div></div><div>Share a 'sliding doors' moment</div></div> <div><div></div><div>Funny Flashback photo</div></div>	<div>24.</div> <div><div></div><div>Surprising fact about your product/service</div></div> <div><div></div><div>BTS tour of your product/service</div></div> <div><div></div><div>Story behind product/service</div></div> <div><div></div><div>Fact about your product/service</div></div>
<div>25.</div> <div><div></div><div>Post customer/client transformation</div></div> <div><div></div><div>Share customer's transformation</div></div> <div><div></div><div>Post client transformation</div></div> <div><div></div><div>Share customer's transformation</div></div>	<div>26.</div> <div><div></div><div>Share 3 truths and and a lie</div></div> <div><div></div><div>Ask audience to guess lie</div></div> <div><div></div><div>Share recent feature</div></div> <div><div></div><div>Share 3 truths and a lie</div></div>	<div>27.</div> <div><div></div><div>Productivity/organizational tip</div></div> <div><div></div><div>BTS of your planner/calendar app</div></div> <div><div></div><div>Productivity/organizational tip</div></div> <div><div></div><div>Productivity/organizational tip</div></div>	<div>28.</div> <div><div></div><div>Share about early biz/career struggle</div></div> <div><div></div><div>Live about early biz/career struggle</div></div> <div><div></div><div>Early biz/career struggle</div></div> <div><div></div><div>Live about early biz/career struggle</div></div>	<div>29.</div> <div><div></div><div>Day in the life post</div></div> <div><div></div><div>Document day in life on stories</div></div> <div><div></div><div>Share recent industry stat</div></div> <div><div></div><div>Post about a 'Day In Your Life'</div></div>	<div>30.</div> <div><div></div><div>Reflect on month</div></div> <div><div></div><div>Live with top learnings</div></div> <div><div></div><div>Reflect on month</div></div> <div><div></div><div>Reflect on month</div></div>	

POSTS STORIES FACEBOOK LINKEDIN

PLANN

April's 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!

2.



Customer
testimonial



Repost UGC



Ref Instagram from Feb 1



Ref Instagram from Feb 1

Auto post your first comment to Instagram!

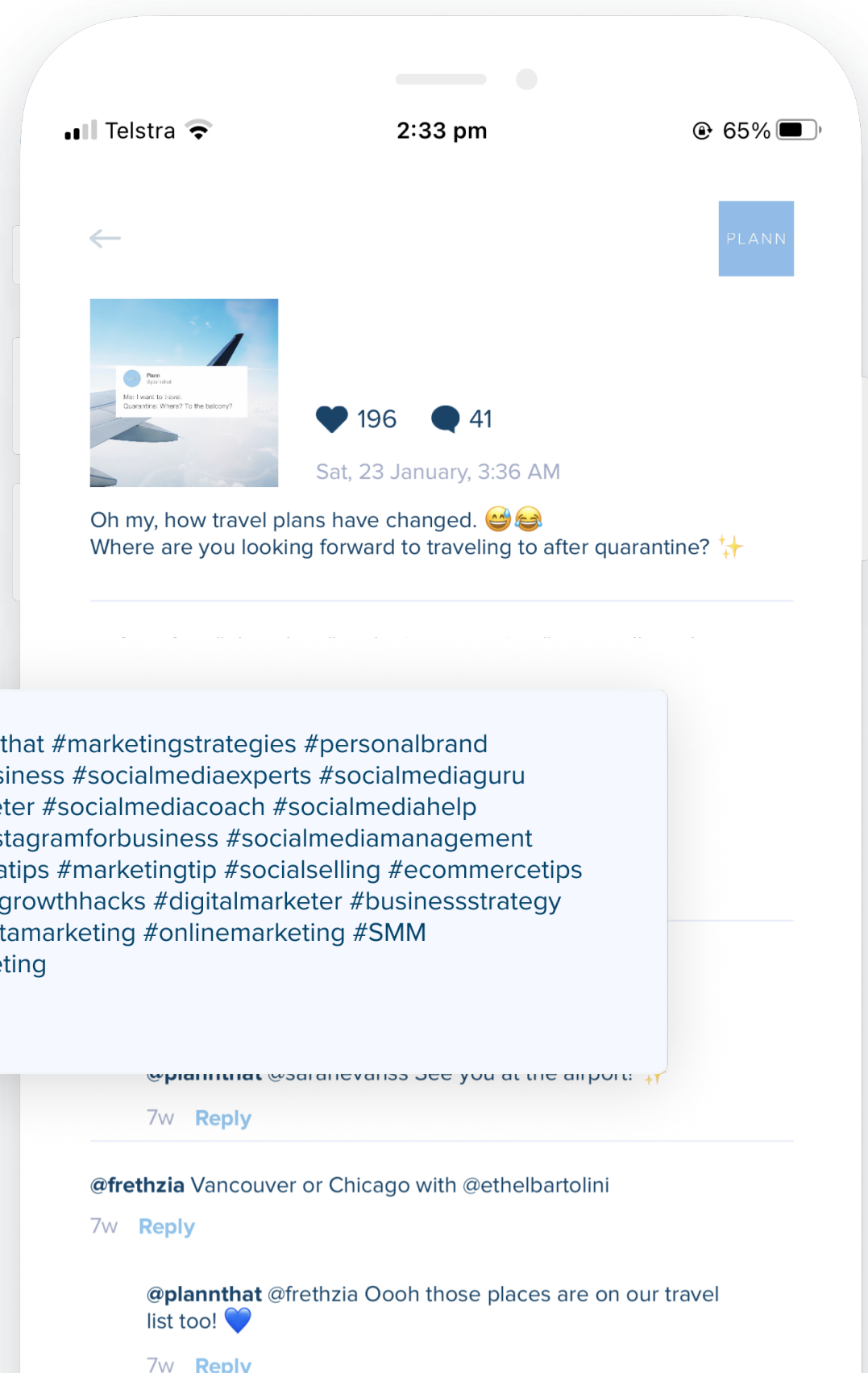
Pssst...here at Plann, we're always looking for new ways to make our social media process easier and more streamlined. That's why we're so excited to announce that we've just launched first comment auto posting!

Now, as well as setting and forgetting your social posts, you can automatically post your first comment on Instagram, too. This means you can automatically post targeted hashtags to get your content found — no more clogging up with caption, or having to go in to manually post your comment after you post.

[Log into your Plann Plus account](#) or upgrade to take first comment auto posting for a spin today!

@planthat #planthat #marketingstrategies #personalbrand
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#socialmediamarketer #socialmediacoach #socialmediahelp
#instagramtips #instagramforbusiness #socialmediamanagement
#socialmedia #instatips #marketingtip #socialselling #ecommercetips
#contentstrategy #growthhacks #digitalmarketer #businessstrategy
#facebooktips #instamarketing #onlinemarketing #SMM
#socialmediamarketing

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