

# MAY

\*Cue Justin Timberlake singing voice\* It's gonna be May! Yep, it's already time for planning out your next month of social media posts. But, if the thought of having to come up with fresh new content has got you thinking "Mayday! Mayday!" we've got you covered. Our May content calendar is packed with everything you need to delight and engage your audience AND get them warmed up to buy from you.

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							1.  Set intention for month BTS your monthly planning Talk about upcoming projects Set intention for the month
2.  Share freebie Share snippet of freebie Share link to freebie Share link to freebie	3.  Share customer testimonial Share customer testimonial Talk about customer transformation Share customer testimonial	4.  May the 4th be with you meme Star Wars gif Share recent team accomplishment Share funny video meme	5.  Educational carousel Repost carousel to stories Elaborate on point from carousel Repost carousel from Instagram	6.  World password day meme Relatable Reel about forgetting password Tips to remember passwords World password day meme	7.  Share product/service feature BTS tour of product/service LinkedIn story about product/service Share product/service feature	8.  Welcome new followers Poll audience to get to know them Poll audience to get to know them Post 'tag yourself' meme	
9.  Shoutout Mother in your life Share cute photo collage Talk about Mother that inspires you Shoutout Mother in your life	10.  Remix a Reel Share Reel to stories Talk about a recent win Talk about a recent win	11.  Ask for podcast recommendations 'Questions' sticker for recommendations Ask for podcast recommendations Share link to podcast recommendation	12.  Quote someone you admire Explain what the quote means to you Ask audience about mantras they live by Quote someone you admire	13.  Share a customer story Best customer stories from audience Talk about your customer journey Share a customer story	14.  Flashback Friday - your first day in biz Share image from when you first started Share the story of your business Flashback Friday - your first day in biz	15.  Ask for FAQs Use 'question' sticker Ask for FAQs Ask for FAQs	
16.  Answer FAQs in live Go live answering FAQs Share key points from your live Share key points from your live	17.  Funny Reels Share Reels to story Share recent project you've completed Share recent project you've completed	18.  Tuesday Tips Share tip on finding confidence Tips on confidence in business Tip Tuesday	19.  Test audience on industry knowledge Use 'quiz' sticker Thought leadership about industry Test audience on industry knowledge	20.  Share recent lesson you've learned Ask followers to share their lessons Ask followers to share their lessons Recent lesson you've learned	21.  Tease work in progress Share BTS video of WIP Sneak peek of work in progress Tease work in progress	22.  Post about someone who inspires you Use 'share small business' sticker Post about someone who inspires you Post about someone who inspires you	
23.  IGTV about trending topic Share IGTV to stories Post about trending industry topic Post link to your IGTV	24.  Motivation Monday quote Share quote with cute gif Carousel with motivation tips Motivation Monday quote	25.  Share why you started your business Multi-frame story about your 'why' Why you started your business Why you started your business	26.  Give tips for productive meetings BTS of your team meetings Give tips for productive meetings BTS of your team meetings	27.  Share industry stat Go live talking about stat Share industry stat Go live talking about stat	28.  Talk about recent blog or podcast Share snippet in your stories Share link to recent blog or podcast Share link to recent blog or podcast	29.  Share your go-to work music Share playlist to stories Share your go-to work music Share your go-to work music	
30.  Self-care Sunday BTS of your wind down routine Share tips for a productive week Self-care Sunday	31.  Reflect on month Share highlights of month Wins and challenges of month Reflect on month						

POSTS STORIES FACEBOOK LINKEDIN

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# May'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 the entire  
May template pack!

2.



Repost UGC

Ref Instagram from Feb 1

Ref Instagram from Feb 1

## NEW! Emoji Picker tool

No social media post is complete without some emojis to liven them up! And, our new emoji picker makes it easier than ever.

We've sorted emojis into easy-to-navigate sections so you can always find the perfect one to bring your message to life. Plus, we've added even more skintone inclusive options to represent the beautiful rainbow of Plann users!

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

