

PLANN

# 30 DAY CONTENT CALENDAR



SHARE A CLIENT BEFORE AND AFTER 1	POST ABOUT YOUR PERSONAL BEAUTY PHILOSOPHY 2	SHARE AN INTERIOR SHOT OF YOUR SALON/CLINIC 3	POST ABOUT YOUR FAVOURITE BEAUTY PRODUCTS 4	SHOW SOME LOVE TO A REGULAR CUSTOMER/CLIENT 5
THE STORY BEHIND HOW YOU GOT INTO BEAUTY 6	SHARE A TIP FOR PREPARING FOR ONE OF YOUR SERVICES 7	POST ABOUT A BEAUTY TREND YOU'RE LOVING 8	FUNNY MEME ABOUT BEAUTY 9	POST ABOUT HOW YOU'RE KEEPING CLINIC/SALON SAFE DURING COVID 10
GIF/SPED UP VIDEO OF YOU DOING A SERVICE 11	GRAPHIC WITH YOUR CLINIC/SALON OPENING HOURS 12	POST ABOUT HOW YOU PAMPER YOURSELF AT HOME 13	REVIEW FROM A HAPPY CLIENT 14	SHOUTOUT/SPOTLIGHT ON ONE YOUR STAFF MEMBERS 15
SHARE A SERVICE AFTERCARE TIP 16	ADDRESS COMMON MYTHS/MISCONCEPTIONS ABOUT YOUR SERVICE 17	GRAPHIC QUOTE ABOUT THE POWER OF GOOD LASHES/BROWS 18	THOUGHT LEADERSHIP POST ON A NEW STAT IN YOUR INDUSTRY 19	SHARE AN INTERIOR SHOT OF YOUR CLINIC OR SALON 20
POST A HOME BEAUTY TIP 21	POST ABOUT THE PRODUCTS YOU USE IN CLINIC OR SALON 22	SHARE A GRAPHIC WITH YOUR PRICES/PACKAGES 23	SHOUTOUT TO SOME OF YOUR OTHER FAVOURITE SERVICE PROVIDER 24	SHARE ABOUT WHERE YOU RECEIVED YOUR TRAINING 25
POST A BEAUTY INSPIRATION PIC 26	BTS PIC OF SOMETHING HAPPENING AT YOUR SALON/CLINIC 27	ANSWER A FAQ ABOUT ONE OF YOUR PACKAGES 28	SHARE ABOUT WHAT YOU GET UP TO WHEN YOU'RE NOT WORKING 29	POST ABOUT THE ATMOSPHERE AT YOUR SALON/CLINIC 30