

OCTOBER

The spookiest time of the year is just around the corner... but, if the realisation that it's the last quarter of 2021 and you still haven't achieved your business goals is far scarier than Halloween, we've got you covered. From strategic, brand-building content to spinechillingly great Reels, we've got everything you need to slay your October socials. We've even written your captions for Instagram, LinkedIn and Facebook, to help you overcome your socials stage fright.

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1.

Last quarter of the year

List-style story of goal

Last quarter of the year

Last quarter of the year

2.

Intentions for the month

Go live on stories

Intentions for the month

Intentions for the month

3.

Share recent win

Post screenshot of win

Share recent win

Share recent win

4.

World Animal Day

Post video of your pet

World Animal Day

World Animal Day

5.

Tip Tuesday

Tips carousel

Tips carousel

Tip Tuesday

6.

Trend-based Reel

Share Reel to stories

Trends carousel

Share Reel to stories

7.

Share testimonial

Testimonial w/ slider emoji

Share testimonial

Share testimonial

8.

Flashback Friday

Share memory to stories

Flashback Friday

Flashback Friday

9.

BTS weekend post

Video series of highlights

BTS product/service

BTS weekend post

10.

World Mental Health Day

Go live on stories

World Mental Heath Day

World Mental Heath Day

11.

Motivation Monday

Repost to stories

Motivation Monday

Motivation Monday

12.

Shoutout your team

Series showing your team

Team shoutout

Team shoutout

13.

Face-to-camera Reel

Share Reel to story

Work-In-Progress sneak peek

Share Reel to story

14.

Educational carousel

Repost carousel

Educational carousel

Educational post

15.

Funny Reel

Post countdown to stories

Funny Industry Fact

Share Reel to story

16.

How you plan your week

BTS of you planning

Tools used to plan your week

How you plan your week

17.

What you're listening to

Share playlist to story

Productivity playlist

What you're listening to

18.

BTS product/service Reel

Ask audience to share Reels

Product/Service feature

Share Reel to story

19.

Tips-based carousel

Repost carousel

Tips-based carousel

Tips post

20.

Wellness Wednesday

Show your wellness routine

Wellness Tips

Wellness Wednesday

21.

Share a freebie

BTS video of freebie

Thought leadership post

Share Reel to your FB

22.

Carousel of client feedback

Repost carousel

Share a customer story

Customer testimonial

23.

Get to know me post

Post questions sticker

Meet the founder

Get to know me post

24.

New blog or feature

Screenshot of feature

Share blog link

Share blog link

25.

FAQ Reel

Share Reel to stories

FAQ's carousel

Share Reel to stories

26.

Carousel of industry news

Poll on their opinion

Carousel of industry news

Industry news

27.

Work-In-Progress Wednesday

BTS of Work-In-Progress

BTS of Work-In-Progress

BTS of Work-In-Progress

28.

Throwback Halloween costume

Carousel of past costumes

Halloween industry stats

Throwback Halloween costume

29.

Halloween meme

Share meme w/ emoji slider

Halloween meme

Halloween meme

30.

Preparing for Halloween

BTS of Halloween prep

Office Halloween tradition BTS

BTS of Halloween prep

31.

Halloween post

Funny Halloween GIF

Halloween Post

Halloween Post

POSTS

STORIES

FACEBOOK

LINKEDIN

WWW.PLANNTHAT.COM

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October's Caption Prompts + Hashtags

You can now download your own copy of the entire months caption prompts + accompanying hashtags sets [here](#).
Follow the instructions on [page 1 of the google doc](#), and start planning your content today!



@october1 Excuse me?? 🙄

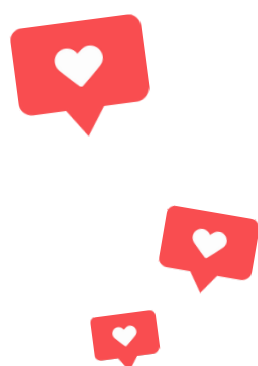
How are there only 3 months left of 2021?
This year is flying by at a terrifying pace!

I don't know about you, but I still have so
many things I want to tick off the list for this
year, like [goal 1], [goal 2] and [goal 3]

What's on your 2021 bucket list?

@hashtags

#onlinebusiness #newmonth
#happynewmonth #newopportunities
#newmonthquotes #newmonthnewgoals
#goaldigger #goalgetters #biggoals
#setgoals

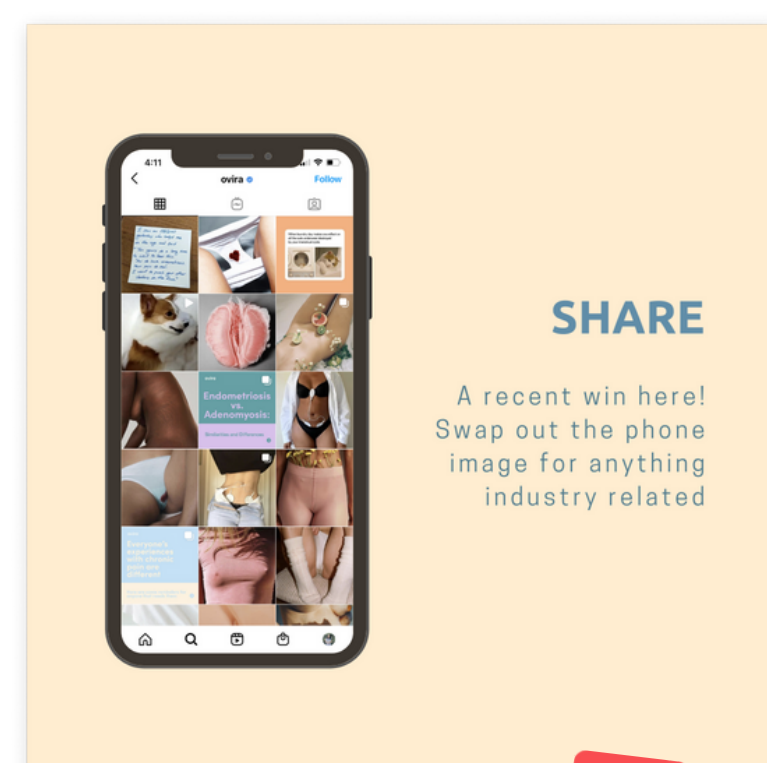


@october2 [Intention 1], [Intention 2] and
[Intention 3]: that's what October is going to
be all about for me.

What about you – what are you focusing on
this month?

@hashtags

#octoberiscoming #octobervibes
#octobergoals #goalsonggoals
#monthlygoals #personalgoals #freshstart
#setintentions #newintentions
#setyourintentions



SHARE

A recent win here!
Swap out the phone
image for anything
industry related



@october3 Does this mean I've made it!? 🙄

While I think it's so important to celebrate
ALL the little wins, I have to admit that
[insert win] was a bit of a pinch-me moment.
What's a recent win you've had?

Share it in the comments, so we can
celebrate with you! 🙌

@hashtags

#celebrateyourwins #goalminded
#celebratewins #liveonpurpose
#encourageyourself #empowerothers
#taketheleap #entrepreneurmindset
#sheconquers #lifegoals

Click me for the entire list
of caption prompts +
hashtag sets!

PLANN

October's Interactive Content Calendar

with free templates, captions + hashtag sets!

We're always looking for new ways to help make your social media journey easier! That's why we're excited to announce that you now not only get caption ideas for every day of the month, but we show you exactly how to repurpose them across Instagram, Facebook and LinkedIn! Pair them with our professionally-designed graphic templates and targeted hashtags, and you've got everything you need to show up everywhere without the extra effort.

How to use it: Head to the final page in our content calendar PDF to find the caption starters for 3 different platforms, and match up the date with the one shown in the calendar. Fill in the blanks with your content, then head into Plann to pair it with an image or graphic and schedule it!

Click me for the entire
October template pack!

1.



Repost UGC

Ref Instagram from Feb 1

Ref Instagram from Feb 1

Introducing TikTok Planning!

Did you know that you can now use Plann to schedule ahead your Reels and TikToks?

Just plan your videos using our strategy tool, film them using your video editing tool of choice, and queue them up for when you're ready to go live!

Available now for all our Plann Plus members at no extra cost! [See pricing options →](#)



TELL ME
WITHOUT
TELLING

JUST A
DOG

