

PLANN

Welcome to 2022!

January's Interactive Content Calendar

with free templates, captions + hashtag sets!

We're always looking for new ways to help you guys work smarter not harder on socials! That's why we're excited to share that you not only get caption ideas for every day of the month, but we show you exactly how to repurpose them across all your social media accounts! 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 generators, and match up the date with the one shown in the calendar. Plus, check out the tips section for ideas on how to repurpose it across Facebook and LinkedIn. 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
January template pack!

1.



January
Content
Templates

Repurposing Tip:



Reword caption for LinkedIn
to focus on business goals

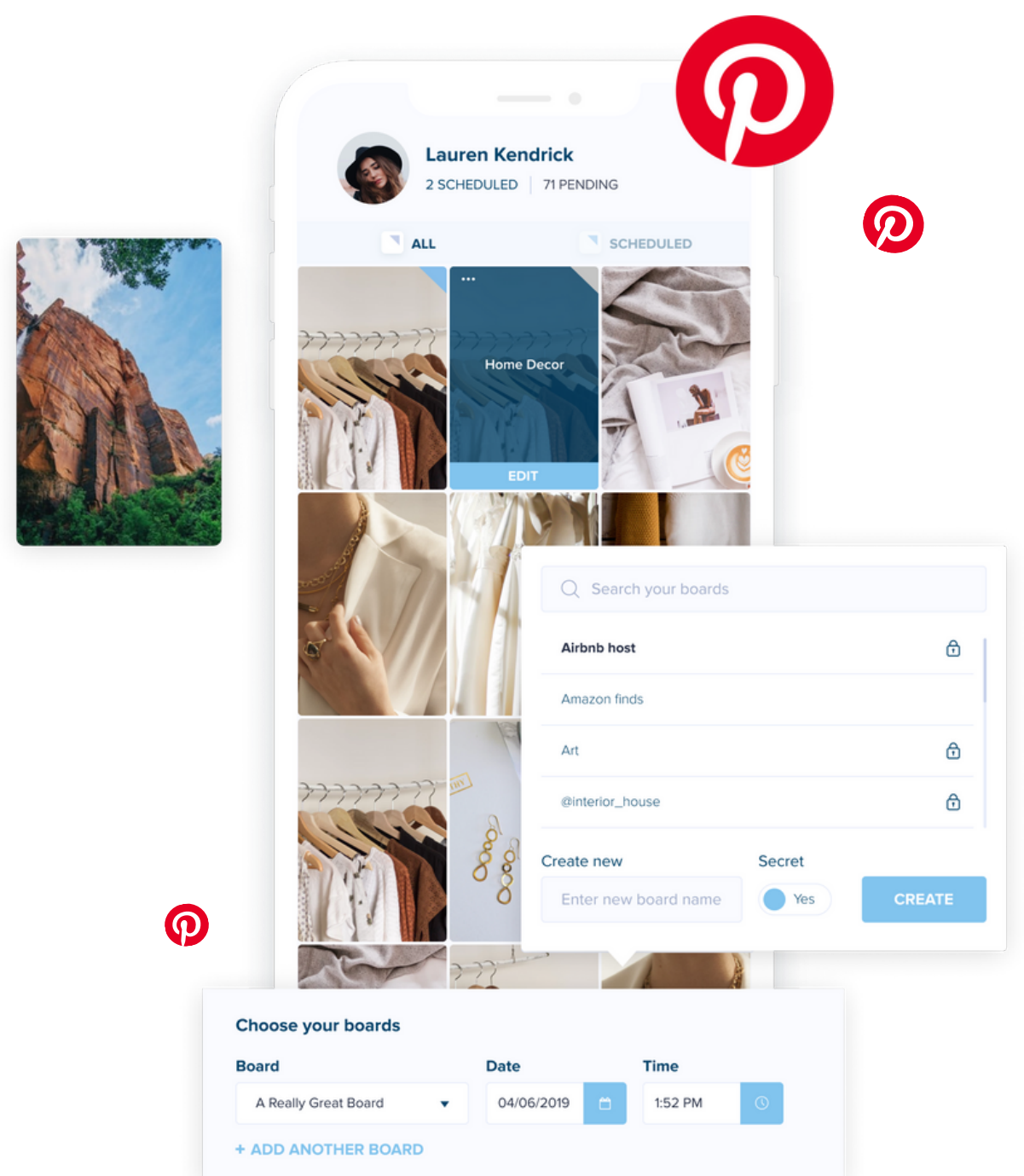
Pinterest Scheduling now at Plann!

Organize, pre-plan and schedule your Pinterest content and let Plann automatically publish your Pins for you.

Plann now supports 5 of the world's largest social media platforms in one beautifully simple place to manage all of your social media marketing!

Plann will auto post to Pinterest for you. Simply create or upload your Pins and choose to schedule immediately, or at any later date and Plann will automatically publish them for you on your behalf.

[Learn more →](#)



WWW.PLANNTHAT.COM

JANUARY

January

Welcome to 2022 Plann'rs! Whether you're easing back into work or kicking off the New Year with a bang, we want to help you nail your social media content with ease. So, we've crafted all the daily content prompts, caption starters and hashtags you need to succeed on social media this month (and beyond). ☆

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1.



Repurposing Tip: Reword caption for LinkedIn to focus on business goals

2.



Repurposing Tip: Pivot the focus towards business-related goals and KPIs for LinkedIn

3.



Repurposing Tip: Run a poll on LinkedIn to see what question you should answer next

4.



Repurposing Tip: Use LinkedIn poll to quiz audience on industry trivia

5.



Repurposing Tip: Use the Countdown sticker to build anticipation and drive action on Stories

6.



Repurposing Tip: Film a quick intro video to yourself on Instagram Stories

7.



Repurposing Tip: Use question sticker on Stories to see what your followers have planned for the weekend

8.



Repurposing Tip: Reshare testimonial graphic to Stories with the Reaction slider

9.



Repurposing Tip: Make the language more formal and business-focused for LinkedIn

10.



Repurposing Tip: Reshare quote or inspo tile to Stories

11.



Repurposing Tip: Switch to a business-related quote for LinkedIn

12.



Repurposing Tip: Use the Link sticker to share a direct link to the podcast/blog on Stories

13.



Repurposing Tip: Go Live on Stories talking about dreams and aspirations for 2022

14.



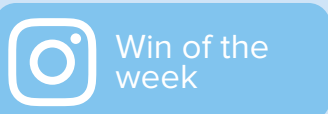
Repurposing Tip: Add link to join your mailing list on LinkedIn

15.



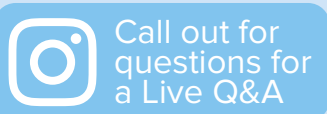
Repurposing Tip: Host an IG Live and break down these industry trends in more detail

16.



Repurposing Tip: Use question sticker on Stories to boost engagement and see what wins your audience have this week

17.



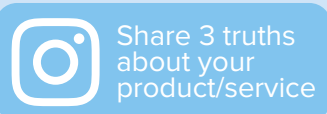
Repurposing Tip: Add a Question sticker to Stories to gather audience questions

18.



Repurposing Tip: Share a productivity tip about how you stay focused on LinkedIn

19.



Repurposing Tip: Use the Quiz sticker on Stories to test the knowledge of your audience on Instagram

20.



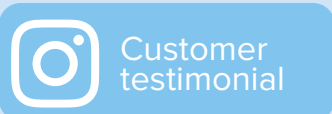
Repurposing Tip: Share a business tip related to the Live topic on LinkedIn

21.



Repurposing Tip: Create a punchy Reel that shows this productivity tip in action on Instagram

22.



Repurposing Tip: Add link to the client's website on LinkedIn

23.



Repurposing Tip: Link to the product/service that helped this person transform on LinkedIn

24.



Repurposing Tip: Share best customer testimonials on LinkedIn

25.



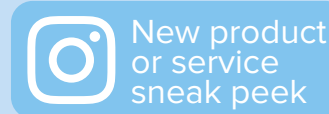
Repurposing Tip: Link to a relevant blog post or podcast you've created discussing this tip on LinkedIn

26.



Repurposing Tip: Share a business quote on LinkedIn

27.



Repurposing Tip: Share Countdown sticker on Stories to build anticipation

28.



Repurposing Tip: Share Spotify playlist to Instagram Stories

29.



Repurposing Tip: Share a relatable story of a business hurdle or challenge on LinkedIn

30.



Repurposing Tip: Poll audience on Stories on favorite croissant type

31.



Repurposing Tip: Share a business-related win or success story on LinkedIn

POSTS CROSS-PLATFORM TIPS

PLANN

January's Caption Prompts + Hashtags

now with bonus tips for repurposing!

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!



@january1 Happy New Year!

Whether you're setting your intention for the year, relaxing or recovering from a big New Year's Eve, wishing everyone an incredible 2022.

@hashtags

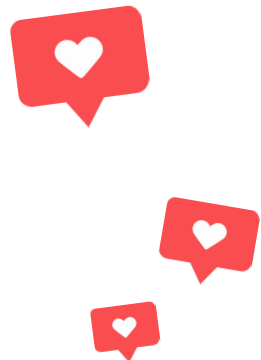
#newyearsday #newyears
#newyearsameme #newyearsale
#newyearsweekend #2022vibes



@january4

Today Is World Trivia Day, so I've got **[insert reward]** for anyone who can answer this brain teaser: **[Insert trivia question]** If you happen to know this very nerdy and specific fact, we'd probably be best friends.

@hashtags



@january2 Ready to make 2022 your biggest and best year yet? Me too!

This year, I've got a stack of goals that I can't wait to work towards including **[goal 1]**, **[goal 2]** and **[goal 3]**. To make them happen, I'm going to **[quick summary of a few actionable steps you're going to take to achieve your goals]**.

I'd love to hear what goals you're working towards in 2022. Drop your big plans in the comments!

@hashtags

#goalsetting #newyearnewyou #goalsetter
#lifegoals #entrepreneurgoals
#businessgoals



@january3 I get so many questions thrown my way about **[your area of expertise]**. But what's the point in keeping all this wisdom to myself?

So, today I'm jumping into your Feed with my answer to this burning question: **[name of frequently asked question]**.

The answer? **[Provide a quick, punchy answer that shows your expertise]**.

I'd love to hear from you! What other questions do you have about **[your area of expertise]**? Go on, drop them in the comments!

@hashtags

#faq #frequentlyaskedquestions #ama
#askmyanything #businesstips
#businessadvice



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