

PLANN

April's Interactive Content Calendar


with free templates, captions + hashtag sets!


We're always looking for new ways to help you all 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 April template pack!

1.



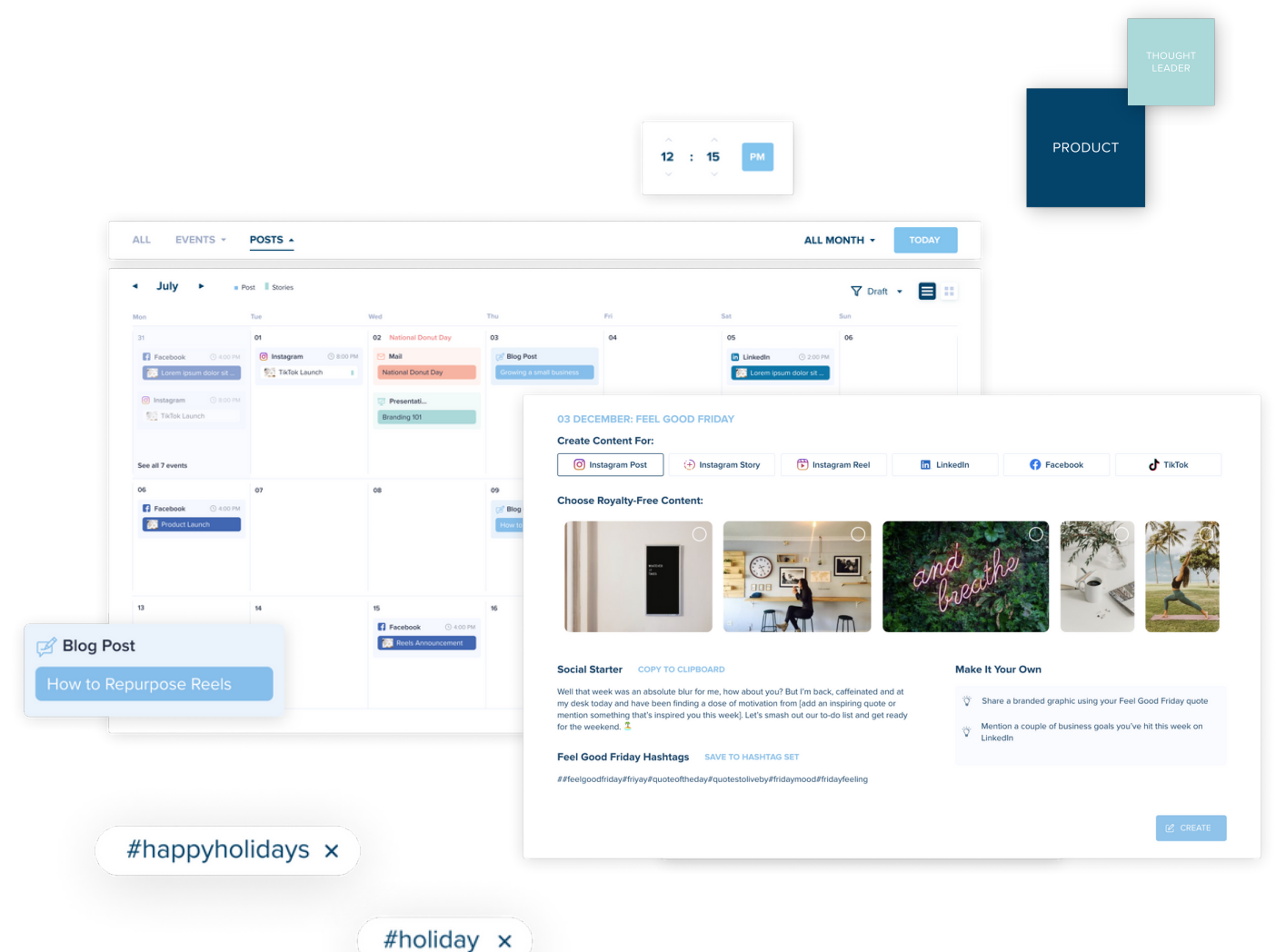
Repurposing Tip:  Reword caption for LinkedIn to focus on business goals

Access three-months worth of Done-For-You Content!

Post ideas, captions, hashtag sets and matching royalty free media for every single day.

Stay organized and on top of all your social media content. You'll now see up to three-months of content prompts at a time in the Plann Calendar. This means you'll never run out of content ideas again!

[Log into your Plann Plus account](#) or upgrade and streamline your content creation process today!



The screenshot shows the Plann interface with a calendar view for July. A content creation panel is open for '03 DECEMBER: FEEL GOOD FRIDAY', showing options to create content for various platforms (Instagram Post, Instagram Story, Instagram Reel, LinkedIn, Facebook, TikTok). It also displays 'Choose Royalty-Free Content' with several image options, a 'Social Starter' section with a text prompt, and 'Make It Your Own' options. Hashtag suggestions like '#happyholidays' and '#holiday' are shown at the bottom.

A P R I L

April

If you're ready to dive into a chocolate food coma this Easter, it's time to get your socials planned and sorted. Luckily, we've got you covered with all the content ideas, caption starters and hashtag sets you need to nail your social content this month.

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					1. April Fool's Day Repurposing Tip: Create a Pinterest Board of funny April Fool's prank ideas.	2. World Autism Awareness Day Repurposing Tip: Repurpose these Autism stats as an infographic on Pinterest.
3. Find a Rainbow Day Repurposing Tip: Use Rainbow GIFs and stickers to bring your IG Stories to life.	4. Motivational Monday Repurposing Tip: Purpose your Reel for TikTok and use a trending audio track.	5. How-To Tutorial Repurposing Tip: Create an Infographic for Pinterest with the key steps of this tutorial.	6. Case Study /Review Repurposing Tip: Repurpose this graphic for Pinterest sizing.	7. World Health Day Repurposing Tip: Create a TikTok to celebrate the hard work of healthcare workers worldwide.	8. Week In Review Repurposing Tip: Create a Reel showing your week in review on Instagram.	9. Sneak Peek Repurposing Tip: Film a snappy TikTok that teases the release of this product/service.
10. National Sibling Day Repurposing Tip: Create a photo album of nostalgic family photos with your siblings on Facebook.	11. Share A Freebie Repurposing Tip: Use the Link sticker on Instagram Stories to boost click through rates.	12. Promote A Blog Repurposing Tip: Create an Infographic sharing the top tips from this blog on Pinterest.	13. Win of the Week Repurposing Tip: Change the focus to a business-related win and share on LinkedIn.	14. Pre-Easter Meme Repurposing Tip: Use the Emoji sticker on Instagram Stories to ask audiences to rate your meme.	15. Good Friday Repurposing Tip: Share your favorite Bible passage as a quote to Facebook.	16. National Wear Your Pajamas to Work Day Repurposing Tip: Create a Pinterest Board curating luxe PJs
17. Easter Sunday Repurposing Tip: Take your audience BTS of your Easter Sunday celebrations on Instagram Stories.	18. Inspiring Quote Repurposing Tip: Share a business-related quote on LinkedIn.	19. Share A Tip Repurposing Tip: Film a punchy TikTok showing this tip in action.	20. Podcast Recommendation Repurposing Tip: Share a quote from a recent episode of this podcast on Pinterest as a graphic tile.	21. Repurpose one of your best performing posts Repurposing Tip: Write a thought leadership article on LinkedIn about this topic.	22. Team Spotlight Repurposing Tip: Change to a more professional tone and share their headshot on LinkedIn.	23. National Picnic Day Repurposing Tip: Curate a Board of picnic inspo on Pinterest
24. Supplier Spotlight Repurposing Tip: Change to more formal language and tag this business on LinkedIn.	25. Share a Fun Fact Repurposing Tip: Repurpose this Reel for TikTok.	26. Answer an FAQ Repurposing Tip: Write a thought leadership article on LinkedIn about this FAQ.	27. Productivity Tip Repurposing Tip: Create an Infographic explaining this tip in more detail on Pinterest.	28. Relatable Meme Repurposing Tip: Share this post to Facebook and tag the creator	29. April Reflections Repurposing Tip: Repurpose this Reel for TikTok	30. National Adopt a Shelter Pet Day Repurposing Tip: Reshare a post to your IG Stories of a local pet shelter

POSTS CROSS-PLATFORM TIPS

PLANN

April'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!



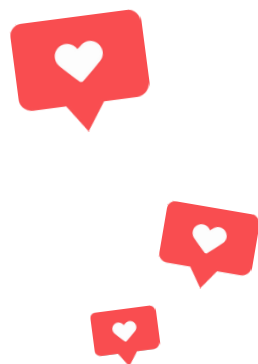
@april1 I have some big news to share today. I'm thrilled to announce our biggest sale yet. Are you ready?

Drum-roll please I'm taking a whopping 0% off our entire offering for the next 24 hours.

Spoiler alert: I'm totally kidding - April Fools!

I hope you find a fun way to surprise your friends and family today. Go on, have a bit of fun!

#AprilFoolsDay #AprilFool #AprilFoolsPrank #AprilFoolsJoke

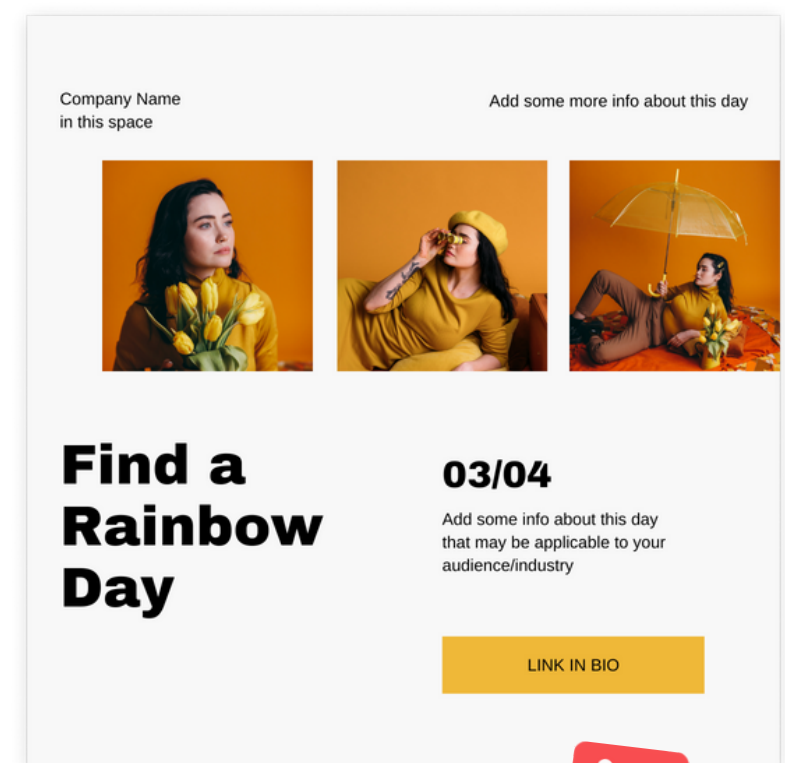


@april2 Did you know that about 1% of the entire world's population have been diagnosed with an Autism spectrum disorder?

Today marks World Autism Awareness Day, an annual date created by the UN General Assembly. It's aim is to raise awareness, understanding and to celebrate people with Autism.

So, here's a friendly reminder to encourage and foster diversity at work and life at large.

#WAAD #worldautismawarenessday #worldautismday #autismawareness

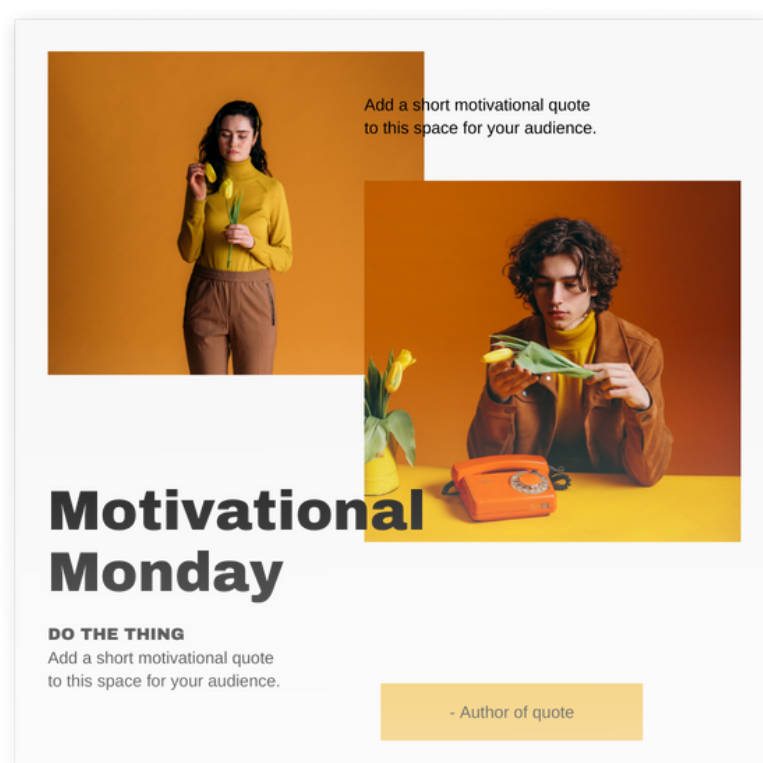


@april3 Life can get incredibly busy and it can be tricky to take time to enjoy the small moments of magic.

So, to celebrate Find a Rainbow Day, I'm going to be taking some time to reflect on the beauty and magic of rainbows (and nature at large).

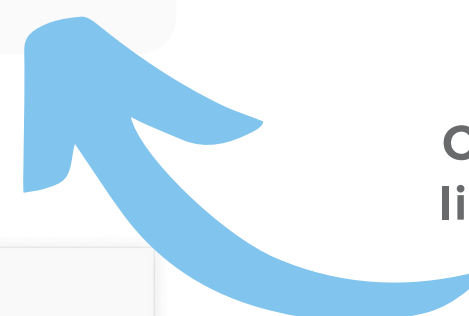
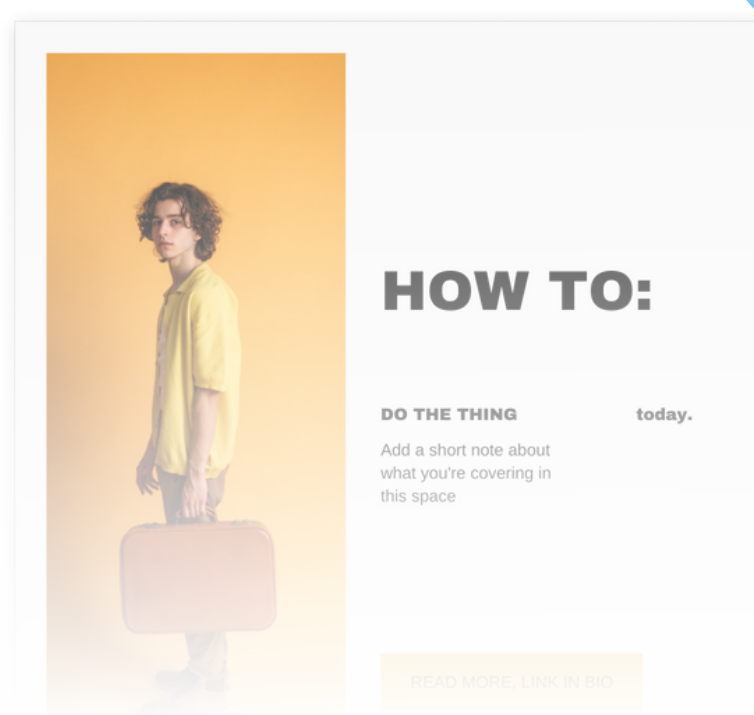
After the past couple of years we've all had, taking time to celebrate the hope and promise that rainbows represent is so important.

#FindARainbowDay #findarainbow #findarainbowday2022 #findarainbowday



@april4

Who else is ready for a new week? I certainly am.



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