

PLANN

August's Interactive Content Calendar

with free templates, captions + hashtag sets!

Ready to supercharge your success on socials? Don't go it alone, we've got your back! We've planned out daily post prompts, caption starters, click-worthy graphics, and targeted hashtags for every day of the week (zero guesswork required). Plus, discover how to repurpose each post for every single social platform (from TikTok to Pinterest and beyond).

Click me for the entire August template pack!



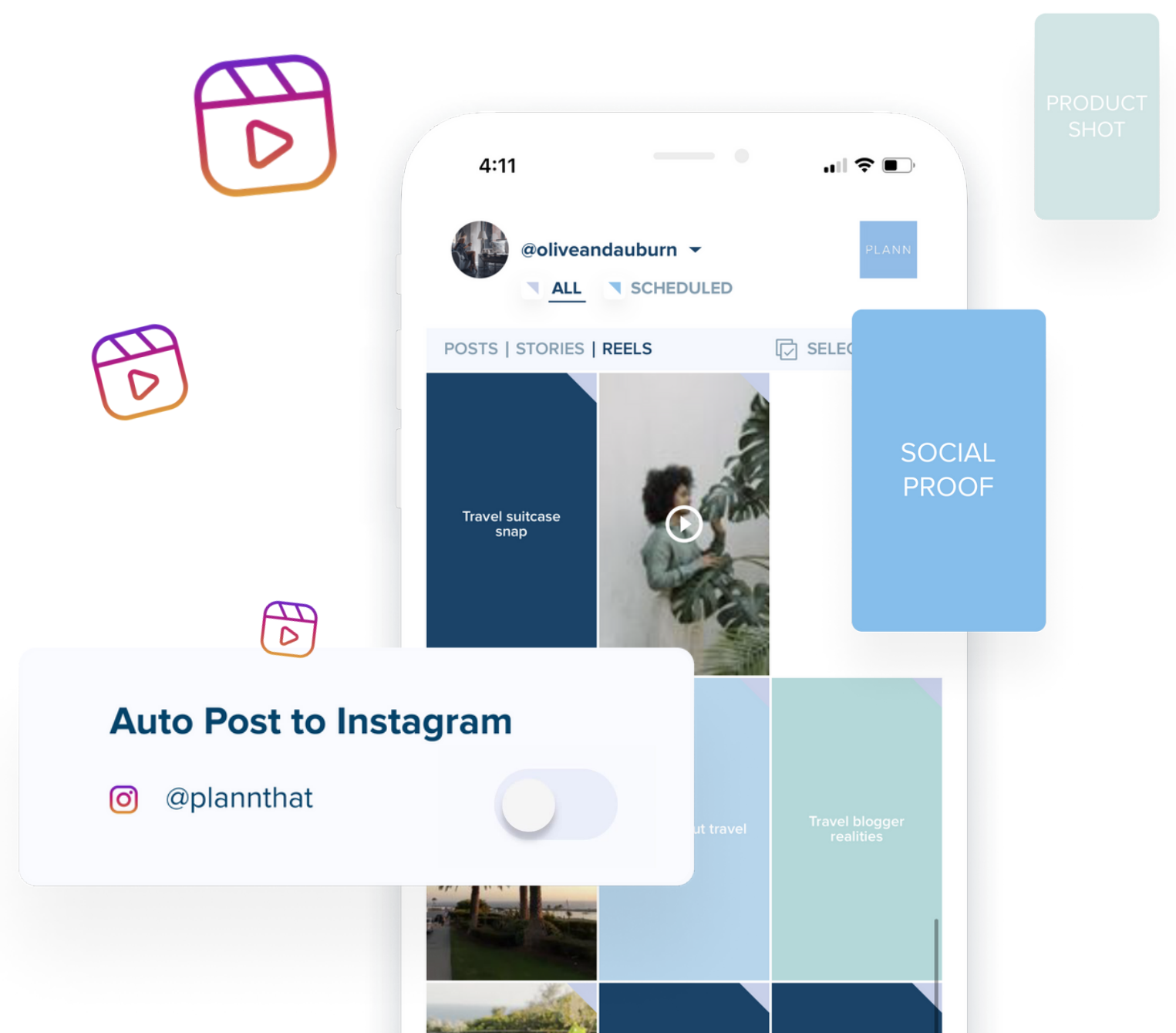
New! Auto Post Your Reels with Plann

Easily boost your engagement rate (and sales!) by adding Instagram Reels to your schedule – one of Instagram's top performing post types.

Supporting both your 'Main Grid' and your 'Reels tab', Plann now helps you manage exactly where you'd like to publish your Reels, giving you full control of how your Instagram account is going to look – before Plann automatically publishes them live for you!

Now available on both Plann Desktop and Plann Mobile App on iOS you can upload, plan and auto-post your Instagram Reels from anywhere! (Android update coming soon).

[Log in to your Plann account](#) and start scheduling today!



AUGUST

August

Feeling overwhelmed by your social media marketing? Don't go it alone! Dive into our August content calendar, packed with daily caption starters, high-traffic hashtags, repurposing tips and all the seasonal holidays you need to know about.

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1.

 New month intentions

Repurposing Tip:



Focus on business-related intentions for LinkedIn.

2.

 Share a recommendation

Repurposing Tip:



Use the link sticker on Instagram Stories to help followers access your recommendation.

3.

 Share a fun fact about yourself

Repurposing Tip:



Turn your fun fact into a funny and engaging TikTok.

4.

 Promote a product or service you offer

Repurposing Tip:



Use a product tag on Pinterest to turn your Pin into a shoppable post.

5.

 Repurpose a piece of UGC

Repurposing Tip:



Tag the customer's social profile in the image on Instagram.

6.

 Share a tip

Repurposing Tip:



Repurpose your Carousel for LinkedIn as a scroller.

7.

 Define a piece of industry jargon

Repurposing Tip:



Create a Carousel defining this term on Instagram.

8.

 Motivational quote

Repurposing Tip:



Use a Poll on Instagram Stories to ask your followers to vote on this quote.

9.

 Tell a story about your business

Repurposing Tip:



Create a Reel to showcase the story you're sharing on Instagram.

10.

 Tease an upcoming launch

Repurposing Tip:



Use the Poll on LinkedIn to get your audience to vote for what you're launching.

11.

 Share a testimonial or review

Repurposing Tip:



Create a custom graphic to share this testimonial on Instagram.

12.

 Repurpose a recent blog post

Repurposing Tip:



Turn this blog into an infographic and share on Pinterest.

13.

 Productivity hack

Repurposing Tip:



Film a Reel showing how you manage your to-do list on Instagram.

14.

 Funny meme

Repurposing Tip:



Create a custom graphic in your own branding on Instagram.

15.

 Share a freebie

Repurposing Tip:



Share a GIF promoting this freebie on Facebook.

16.

 Create a simple how-to guide

Repurposing Tip:



Repurpose this carousel into a scroller for LinkedIn.

17.

 Share a piece of social proof

Repurposing Tip:



Create a Reel sharing this piece of social proof on Instagram.

18.

 Answer an FAQ

Repurposing Tip:



Create a TikTok sharing your answer to this question.

19.

 Productivity Tip

Repurposing Tip:



Create a Carousel sharing your app recommendations on Instagram.

20.

 Promote a local business

Repurposing Tip:



Tag the local business in the image of your Instagram post.

21.

 Chat about a piece of industry news

Repurposing Tip:



Go Live on Instagram to chat about this piece of industry news.

22.

 Share a case study or success story

Repurposing Tip:



Create a custom graphic with a quote, review or testimonial from this success story.

23.

 Explain one of your company values

Repurposing Tip:



Share a custom graphic tile about this value on Facebook.

24.

 Share a BTS of a recent team event

Repurposing Tip:



Create a Reel taking followers BTS of this event for Instagram.

25.

 Promote a tool or platform you love

Repurposing Tip:



Repurpose this Carousel as a LinkedIn scroller.

26.

 Encourage mailing list sign ups

Repurposing Tip:



Add a link to your Facebook caption to boost sign ups.

27.

 Share your competitive advantage

Repurposing Tip:



Create an Instagram Story sharing your points of difference.

28.

 Inspiring quote

Repurposing Tip:



Repurpose this graphic for Facebook sizing.

29.

 Educational carousel

Repurposing Tip:



Share this carousel to your Instagram Story with the reaction slider sticker.

30.

 Share a review or testimonial

Repurposing Tip:



Create a custom graphic with this quote on Instagram.

31.

 End of month reflections

Repurposing Tip:



Create a Reel sharing a snapshot of what you've been up to this month on Instagram.

 POSTS  CROSS-PLATFORM TIPS

PLANN

August'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!



@august1 Welcome to a new month team! I can hardly believe how fast this year is racing past.

This August, I've got plenty of big plans and exciting moments ahead for [name of your business]...

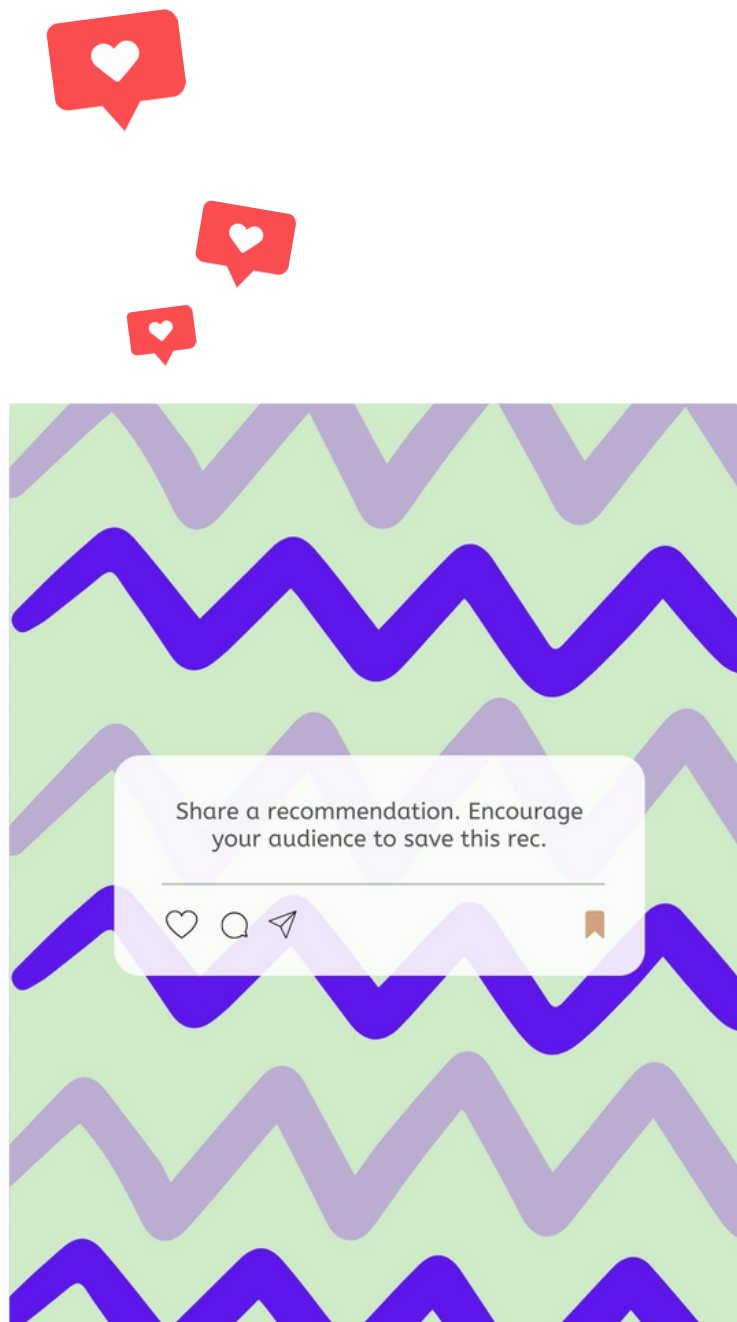
#NewMonth #BusinessGoals #GoalSetter
#BusinessGrowth



@august4

Out of all the products/services I offer, this one has to be one of my favorites: [name of product/services you're spotlighting].

Why? Well, [explain 2-3 key benefits of this offering and explain the transformation it

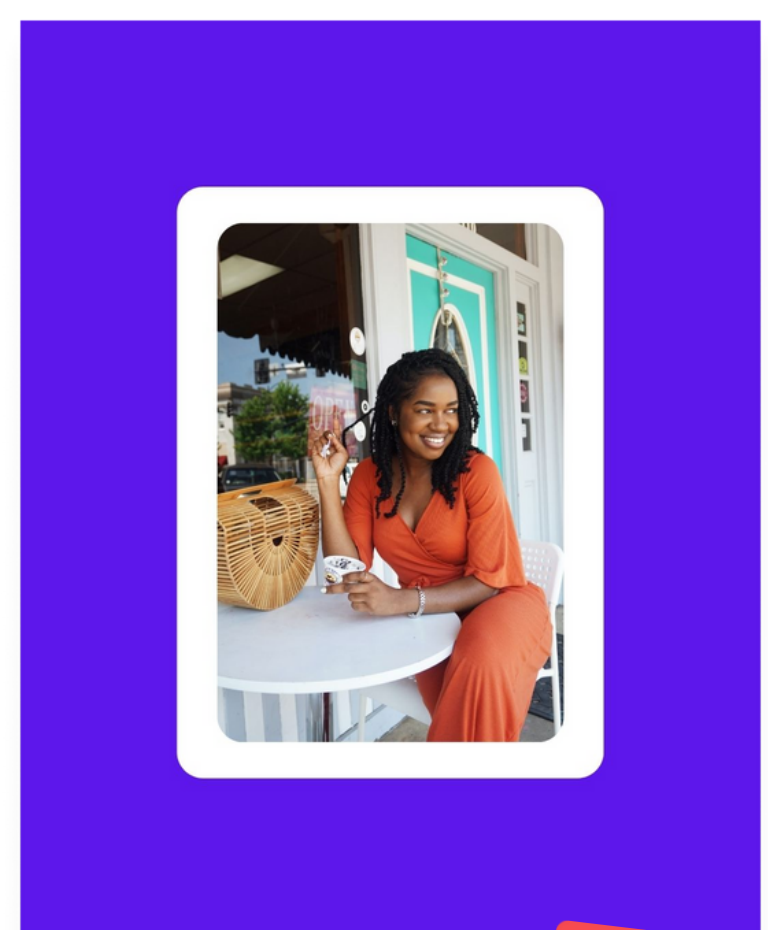


@august2 Looking for something new to read/watch/listen to this month? I've got just the thing!

I can't get enough of [name of recommendation] because [explain what you love about this piece of content and why your followers should check it out].

Find out more here: [provide a link to your recommendation].

#Recommendation
#RecommendationOfTheMonth
#ExpertRecommendation



@august3 It's been a while since I've properly introduced myself. So, I wanted to pop into your feed with a fun intro today.

Did you know that [share 1x fun fact about yourself and explain a bit of background or context about it].

I'd love to get to know you better! Share one fun fact about yourself in the comments.

#GetToKnowMe #FunFact #FounderStory
#FounderSpotlight

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