

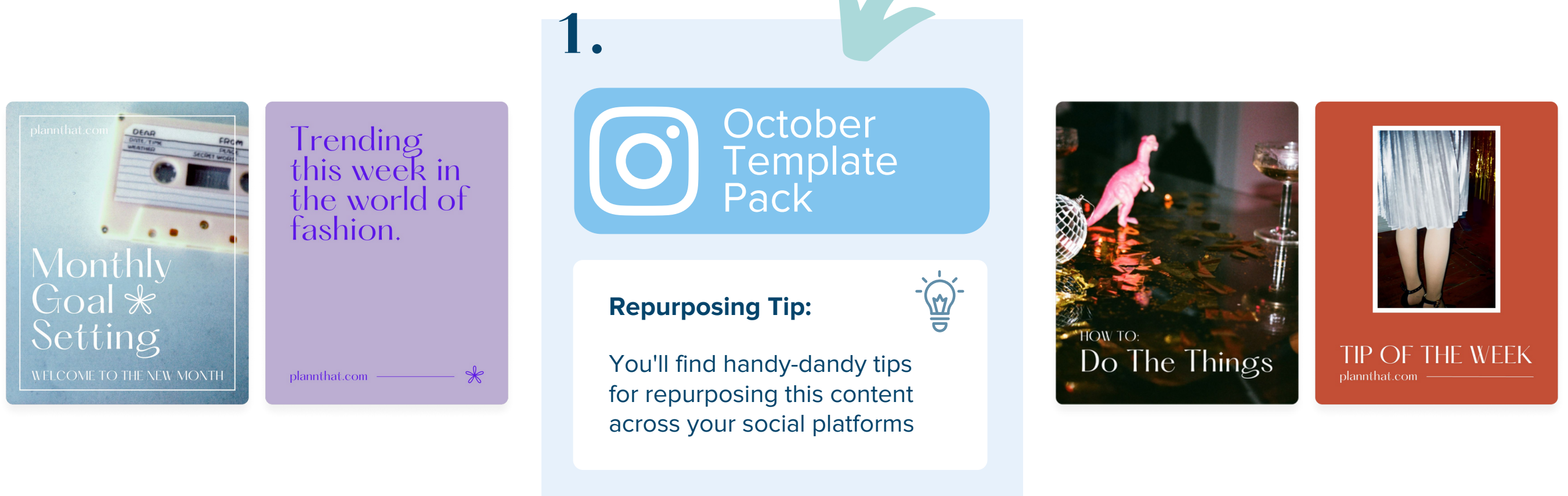
PLANN

# October'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 October template pack!



## Tag and Auto-Post Your Products With Plann

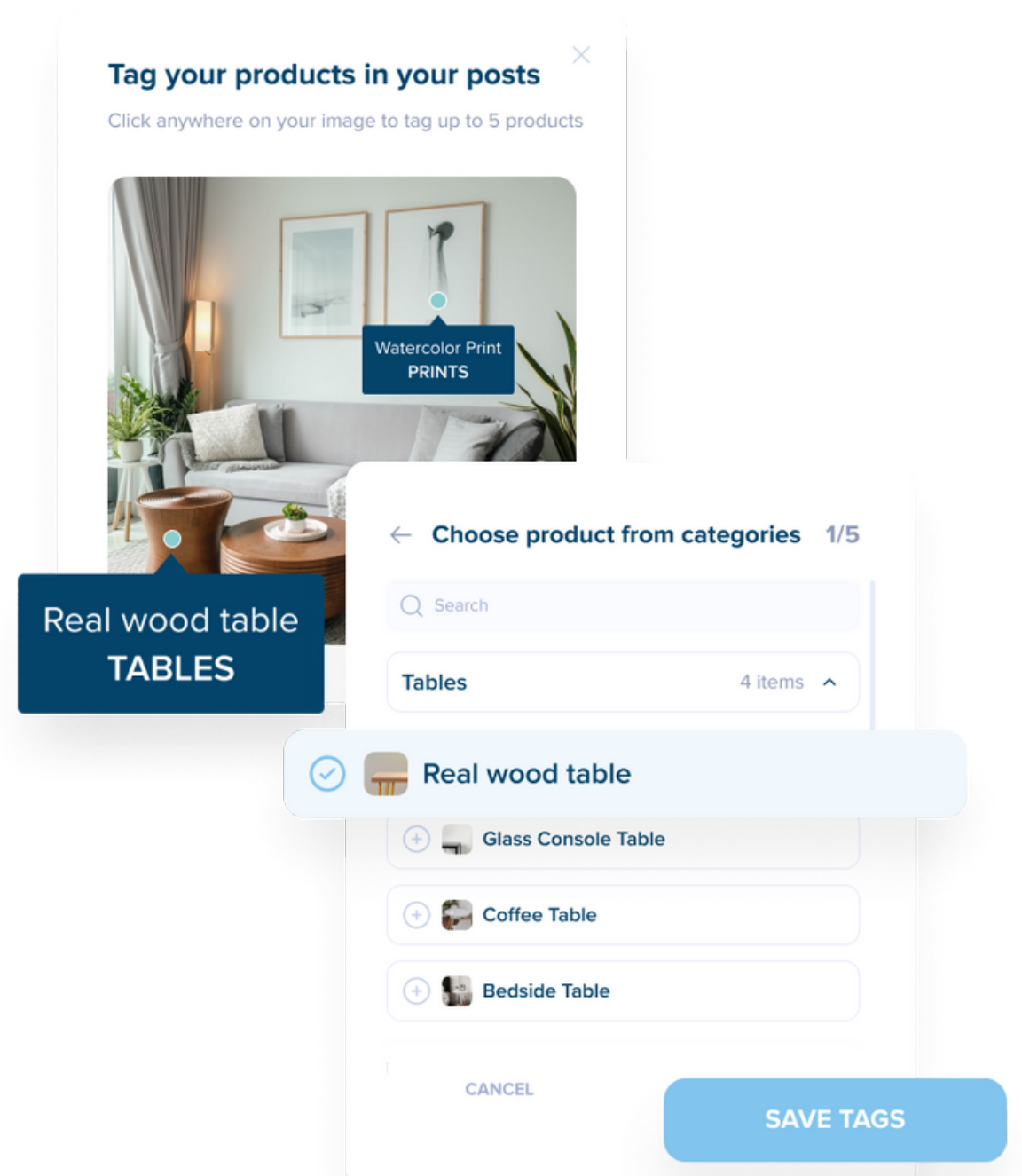
You can now use Plann to tag your Instagram shop products!

Forget getting lost in your story links, your audience can click straight through to your product webpage and purchase immediately, without losing their way.

Instagram shopping is the perfect way to help impulse purchases, and thoughtful consumers browsing posts from the past.

Easily turn your Instagram feed into a beautiful, shoppable storefront by batch tagging your product posts and scheduling them to auto post in the future!

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



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# OCTOBER

## October

Plann'rs: are you ready to make October your biggest and best month yet? As we race towards the end of the year, we know it can be easy to let your social media marketing fall by the wayside. But, not on our watch! From flash sales to trending Reels, we've rounded up 31 days of post ideas to ensure you show up consistently on socials this month.

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1.



**Scheduling Tip:**

Create a Reel sharing your goals for October on Instagram.



2.



**Scheduling Tip:**

Use the Template feature to re-create a trending Reel on Instagram.



3.

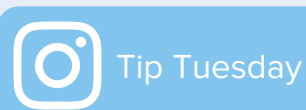


**Scheduling Tip:**

Create a custom graphic tile sharing this testimonial on Facebook.



4.



**Scheduling Tip:**

Create a Reel sharing this tip on Instagram.



5.

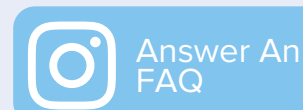


**Scheduling Tip:**

Share your lesson and tips as a LinkedIn Carousel.



6.

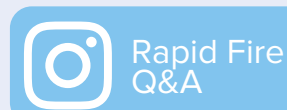


**Scheduling Tip:**

Film a TikTok answering this FAQ.



7.



**Scheduling Tip:**

Film a Reel answering 5x quick-fire questions.



8.



**Scheduling Tip:**

Create a quote tile sharing your mindset tip on Pinterest



9.



**Scheduling Tip:**

Film a TikTok sharing this how-to tutorial.



10.



**Scheduling Tip:**

Create a carousel sharing your blog's top tips on Instagram.



11.



**Scheduling Tip:**

Jump on Instagram Stories to talk about this industry update.



12.

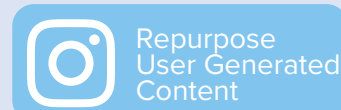


**Scheduling Tip:**

Film a Reel talking about your unpopular opinion.



13.

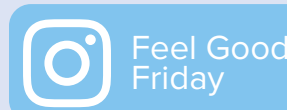


**Scheduling Tip:**

Create an Instagram Stories highlight for UGC.



14.



**Scheduling Tip:**

Create a feel good Friday TikTok.



15.



**Scheduling Tip:**

Create a Reel sharing your daily habit.



16.



**Scheduling Tip:**

Create a breakdown carousel of this product/service for LinkedIn.



17.



**Scheduling Tip:**

Share a Reel about this productivity hack.



18.



**Scheduling Tip:**

Go Live on Stories to show your audience a behind-the-scenes of your daily process.



19.



**Scheduling Tip:**

Create a graphic tile sharing this quote on Pinterest.



20.



**Scheduling Tip:**

Share a Carousel breaking down this leadership tip on Instagram.



21.



**Scheduling Tip:**

Film a Reel discussing this customer pain point on Instagram.



22.



**Scheduling Tip:**

Create a carousel sharing these tips on Instagram.



23.



**Scheduling Tip:**

Get your team member to takeover your Instagram Stories for a day.



24.



**Scheduling Tip:**

Create a Reel sharing the BTS of this event on Instagram.



25.



**Scheduling Tip:**

Create a Carousel breaking down what this value means to you on LinkedIn.



26.



**Scheduling Tip:**

Create a promoted Pin on Pinterest to drive traffic to your sale.



27.



**Scheduling Tip:**

Share a link sticker to this recommendation on your Instagram Story.



28.



**Scheduling Tip:**

Go live on Facebook Stories with the business owner you're shouting out.



29.



**Scheduling Tip:**

Create a custom graphic sharing this quote on Facebook



30.



**Scheduling Tip:**

Film a Reel that showcases your expertise.



31.



**Scheduling Tip:**

Create a Reel showing your month in review.



📷 POSTS

💡 CROSS-PLATFORM TIPS

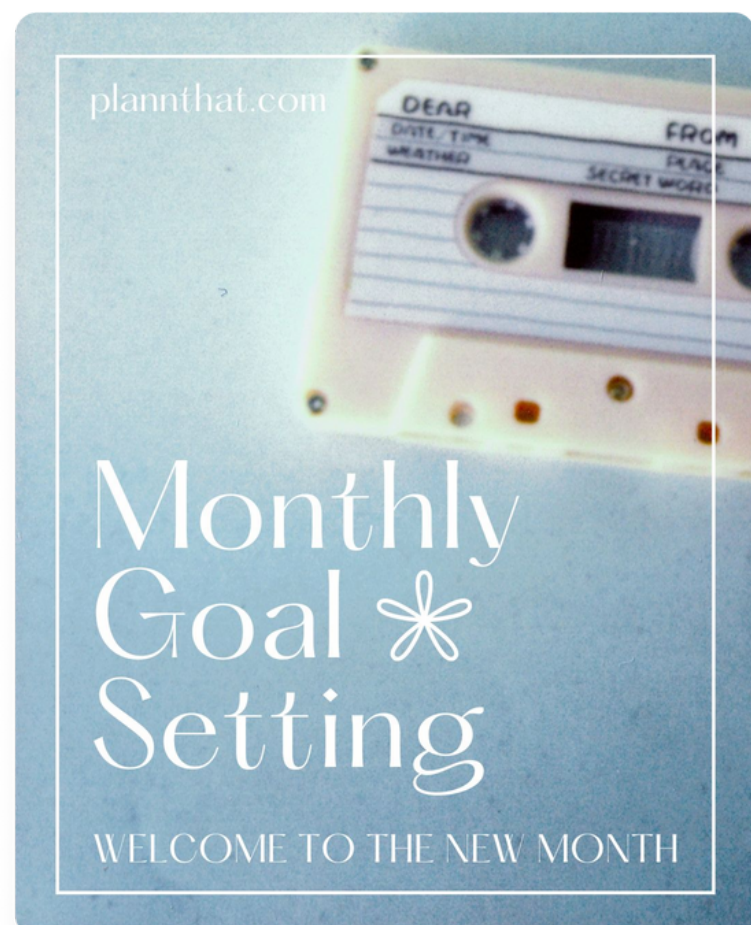


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# October's Caption Prompts + Hashtags

*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!

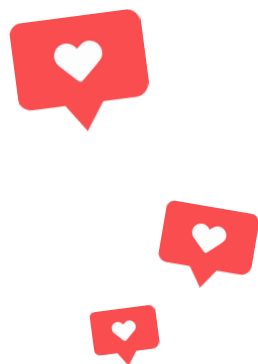


**@october1** Welcome to a new month!

I love kicking off a new month by setting a clear set of goals for the next 31 days.

This month, I'll be working towards: [list out your business goals for October].

#GoalSetting #NewMonth  
#NewMonthVibes #GoalSetter  
#BusinessGoals



Trending  
this week in  
the world of  
fashion.

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**@october2** I've been seeing this hilarious trend everywhere - so I thought I'd jump in front of the camera to give it try!

How do you think I went? Let me know what trending Reel I should recreate next.

#Trending #TrendingReel #TrendAlert  
#TrendingTikTok



**@october3** Stop it, I'm blushing!

Over the moon with these kind words from [name of customer].

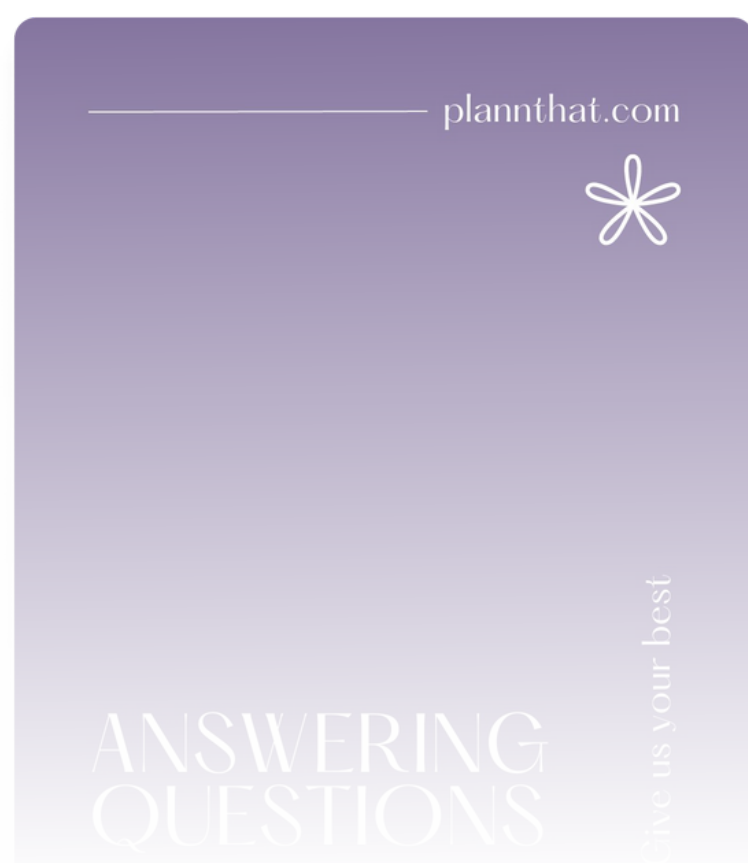
Psst... want to get your hands on this [name of product or service related to this review]?  
Shop now: [CTA].

#Testimonial #Review #HappyClient  
#HappyCustomer #PositiveReview



**@october4** Ready to learn something new? You'll want to SAVE this post for later.

Have you ever wondered how to [name of tip]?



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

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