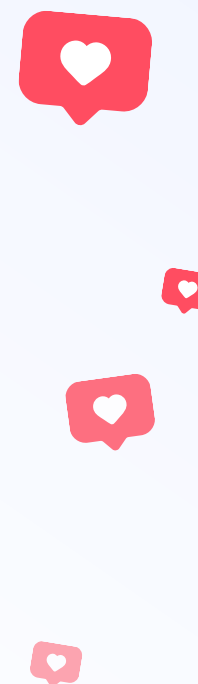
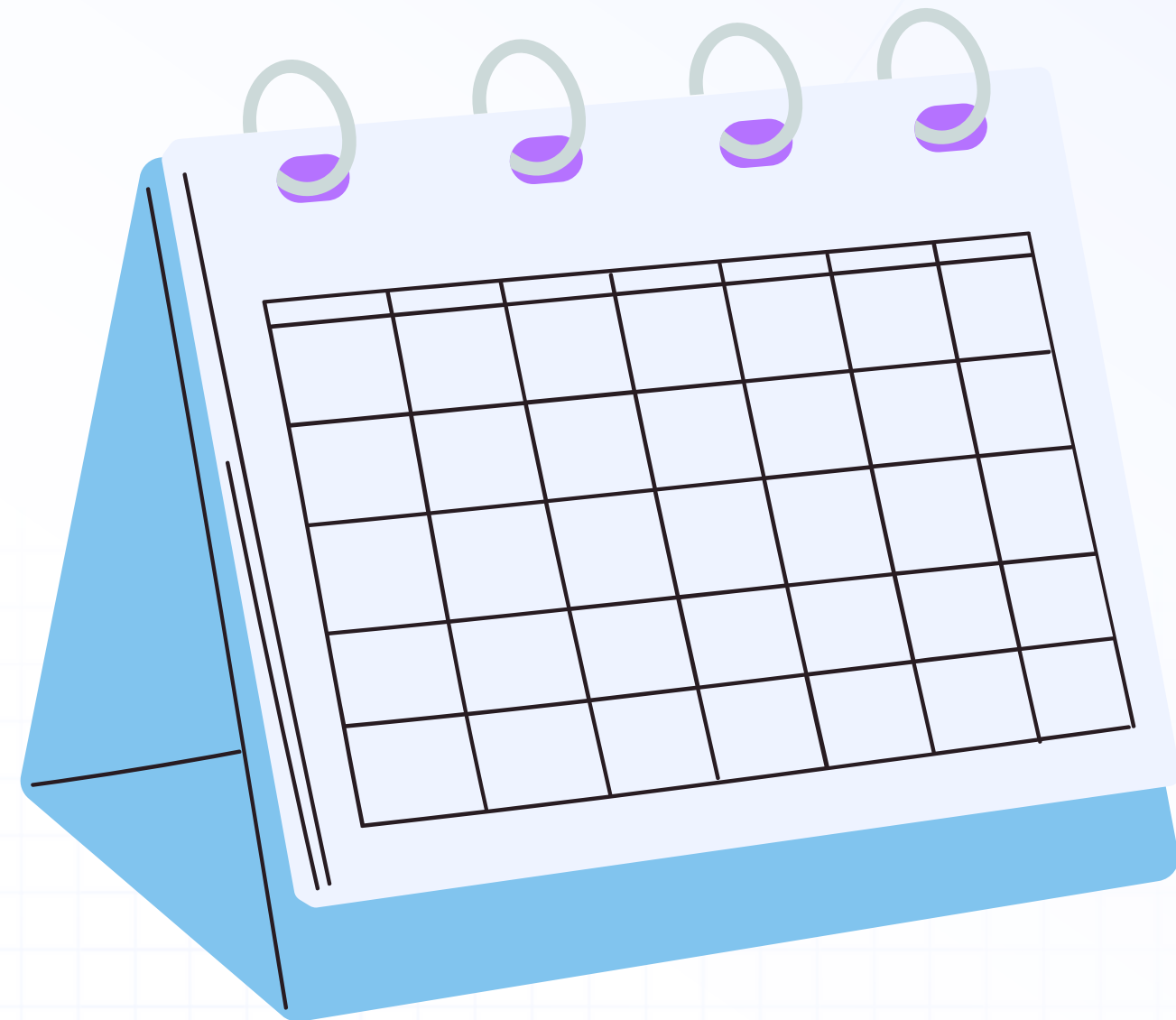


2024

Plann



January

Content Calendar



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.

Introduction



January Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Mon
1

🕒 Best time to post

📍 TikTok

New Year's Day

#NewMonth #NewMonthVibes #FreshStart



Tue
2

🕒 09:00 - 09:30

📍 Carousel

Share Your Team's New Year's Resolutions

New year, new goals! 🌟

Swipe to see our team's top resolution for 2024.

Content Tip:

Create an Instagram Carousel showcasing your team's top resolutions.

What's yours? Let's motivate each other to make this year our best one yet! 💪🎉

#NewYearResolution #2024Goals #TeamGoals
#NewYearNewGoals



Wed
3

🕒 06:00 - 09:00

📍 Reels

Local business highlight



#SupportLocal
#ShopLocal
#LocalBusiness



Thu
4

- 🕒 Best time to post
- 📍 Carousel



Your Favourite Winter Recipe

#WinterRecipe #ComfortFood #RecipeIdea #Recipeoftheday #Foodinspiration #ChefsKiss



Fri
5

User-Generated Content

Today, we're showcasing the creativity and talent of our amazing community.

Check out how [username] is using [product name].

Your creativity inspires us all! Want to be featured? Tag us and use [your branded hashtag] for a chance to shine on our feed! 🌟📸

Sat
6

Your 2024 Vision Board

Today, we're unveiling our 2024 vision board.

It's a colorful collage of our dreams, goals, and aspirations for the year ahead.

What's on your vision board for 2024? Share your dreams in the comments below and let's support each other's journeys! 🌟🎨

🕒 12:00 - 14:00

📍 Static Post



#2024VisionBoard
#DreamBig #PlanWithMe
#GoalSetting #2024Goals
#Manifestation

Sun
7

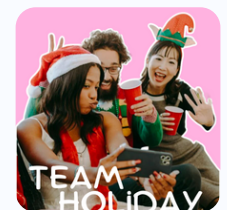
New Year, New You Sale

#NewYearSale #NewYearNewYou #SaleAlert #FlashSale



Mon
8

Team Holiday Photos



Tue
9

Your 2024 Mantra or Theme

2024, here we come with open hearts and minds!



Our mantra for the year is [Your 2024 Mantra/Theme]. It's a guiding light for us as we embark on new adventures and tackle fresh challenges.

What's your mantra or theme for 2024? Share it with us and let's inspire each other! 💪❤️

🕒 06:00 - 09:00

📍 Static Post



#Mantra #NewYearJourney
#BelieveInYourself
#MotivationalQuotes
#MoodQuotes



Book Recommendation

Ready to cozy up with a good book? 📖❤️

Today, we're sharing our top book recommendation for January: '[Book Title]' by [Author Name].

It's a captivating read that's perfect for starting the year with a literary adventure. What's on your reading list? Share your recommendations below! 📖



#Bookstagram #ReadingRecommendations
#BookClub #BookCommunity #GoodReads
#BookRecommendation

Wed
10

Team Takeover

Team Takeover Alert! 👥📱

Today, our awesome team member [insert name] is taking the reins of our social media channel. Get ready for a behind-the-scenes look at their day, their tasks, and their role.

It's a fun way to see the faces behind the brand. Ready to meet the team? Let's go! 🎉👏

🕒 Best time to post

📍 TikTok



#TeamTakeover
#MeetTheTeam
#TeamMemberSpotlight
#BTS #BehindTheScenes

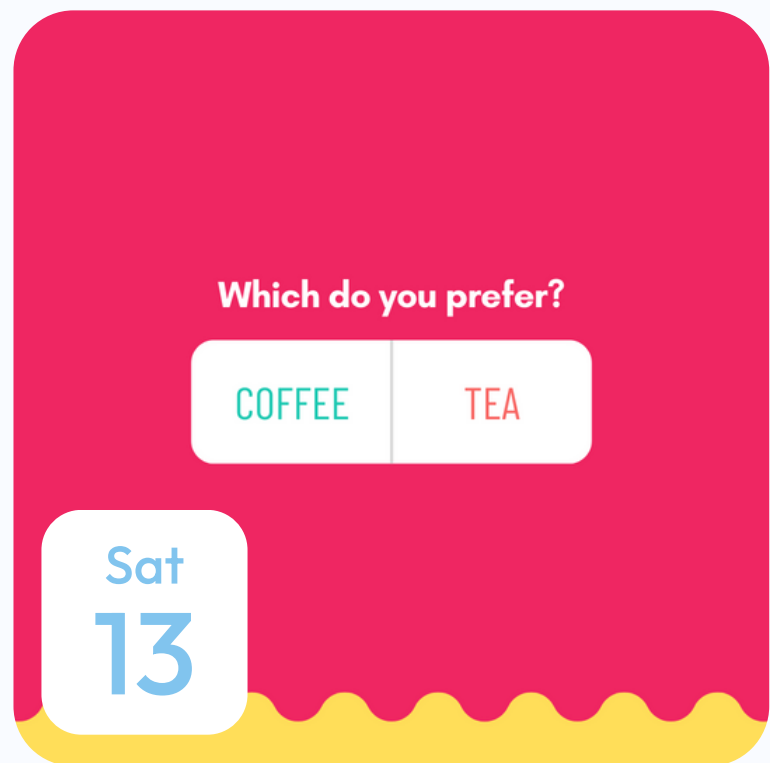
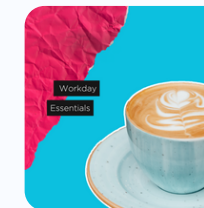


Fri
12

🕒 Best time to post
📍 Carousel

Workday Essentials

#WorkdayEssentials #ProductivityBoost #DeskEssentials #ProductivityHack



Host A Product Poll

PSA: It's time for your opinion to be heard!

We want to know what you think about some of our best sellers.

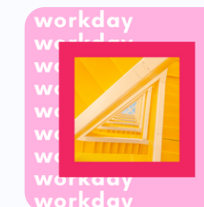
Get your votes in ASAP and let us know what you love about [product/service], and how we can improve things for you!

Sun
14

Team Workday Highlights



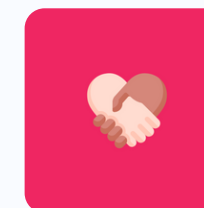
#TeamWorkday
#OfficeHighlights
#Productivity #WorkFun
#TeamCulture
#OfficeCulture



Mon
15

Martin Luther King Jr. Day

#MLKDay #EqualityForAll #mlkjr #mlkjrquotes #MartinLutherKingJR



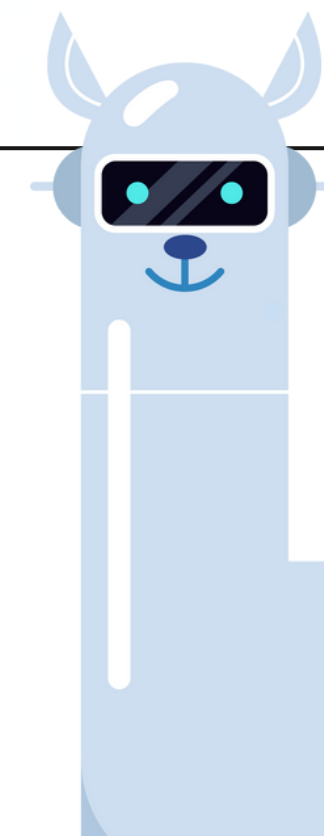
Hmmm... It looks like you're missing a few captions!

Your Ultimate Social Media Wingman, An AI Caption Generator!

Save time and effortlessly craft captivating captions for Instagram, Facebook, LinkedIn, TikTok, and Pinterest.

Let AI turn your ideas into engaging content with perfect length, relevant hashtags, and compelling CTAs.

[Try AI Captions for FREE!→](#)



CAPTION THIS



Caption This Contest: Holiday Pet Edition

Give us your best caption for this adorable holiday pet moment and you could win big! 🎁

Use your creativity to caption this photo and you could unlock an exclusive coupon code for [discount amount] off your next purchase. Let the caption fun begin! 📸❤️

#HolidayPetCaption #CouponContest
#Captioncontest #Captionthis

GIVEAWAY

IT'S TIME FOR SOMETHING SPECIAL

Wed
17

Host A Giveaway

We're feeling generous today, which means it's time for a giveaway! Want your chance to win a [insert prize description]?

To enter, follow these simple steps:

- 1 Like this post
- 2 Follow us
- 3 Tag a friend who needs a [product name].

Get in quick, this giveaway ends [insert date/time].

Want more deets about [prize description] and our other offers? [CTA to website]

SPOT-LIGHT



Don't want to talk about yourself? Feature an employee instead! 💡

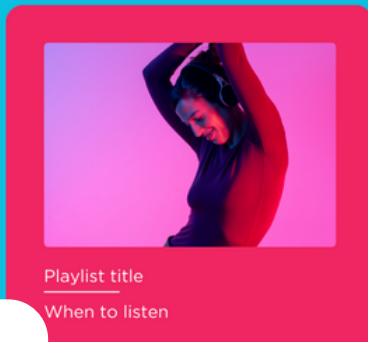
Career Journey Spotlight

Today we're shining the spotlight on team growth and our commitment to employee development.

Meet [Employee's Name], a valued team member who has taken their skills to the next level. Hear what they have to say about their recent development training session. Let's celebrate their journey! 📈👏

#EmployeeDevelopment #TeamSuccess
#TeamDevelopment #CompanyCulture
#ProfessionalDevelopment

PRODUCTIVITY PLAYLIST



Fri
19



Winter Work Playlist

For us, chilly days mean cozy tunes! ❄️🎵

Today, we're sharing our ultimate winter work playlist. These songs keep us motivated and in the zone, even on the frostiest of days.

What's on your winter work playlist? Share your favorite tracks in the comments below and let's create a collective winter groove! 🎧📀

Content Tip:

Create an Instagram Story with a sticker link to your Spotify playlist.



Sat
20

Host A Flash Sale

⚡ Flash Sale Alert! 🛍️🌟 Brace yourselves for unbeatable deals.

Our flash sale is here for one day only! Don't miss out on incredible discounts for [mention products/services].

Hurry, the clock is ticking! Shop now and save big! 🕒💰

🕒 **Best time to post** 📍 **Stories**

SALE SALE SALE
SALE SALE SALE
SALE SALE SALE
SALE SALE SALE
SALE SALE SALE

#ShopAndSave
#LimitedTimeOnly
#DontMissOut
#FlashSale #SaleAlert

Customer Appreciation Post

To our incredible customers, you're the heart of our success! ❤️🌟

Today, we're taking a moment to express our deepest gratitude for your unwavering support. Your trust and loyalty mean the world to us. Cheers to you, our valued customers! 🥂🌟

🕒 **12:00 - 14:00** 📍 **Static Post**



#CustomerAppreciation
#GratefulForYou
#HappyCustomer
#CustomerSpotlight

Mon
22

🕒 18:00 - 20:00

📍 Carousel

National Clean Out Your Inbox Week

#CleanOutYourInbox #DigitalDeclutter #Declutter #OrganizedLife



Tue
23

🕒 14:00 - 16:00

📍 TikTok

Host a Q&A Session

#QandAWithUs #AskAway #AMA #QuestionTime



Wed
24

🕒 09:00 - 09:30

📍 Reels

Workplace Tour

Ever wanted to see what goes on in our workplace? Well, you're in luck. Today, we're giving you an exclusive tour of where the magic happens.

From our creative hubs to our brainstorming corners, get a sneak peek into the heart of [Your Company Name].

Come take a look around!

Content Tip:

Create a vlog-style Instagram Reel where a team member hosts an office walkthrough.



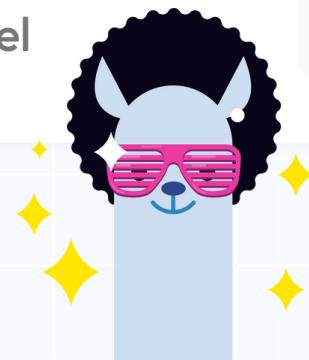
Thu
25

🕒 12:00 - 14:00

📍 Carousel

Product Spotlight

#ProductSpotlight #GameChanger #ProductShowcase #ProductRunThrough



Fri
26

National Fun At Work Day

Ready to kick the '9 to 5' up a notch! 🎉

It's National Fun at Work Day, and we're all about keeping the workplace lively. Swipe to see how 🙌

Share your office fun in the comments!
Let's celebrate together! 😊🏢

🕒 **Best time to post** 📍 **Live**



#FunAtWorkDay
#WorkplaceFun
#CompanyCulture
#NationalFunAtWorkDay



Team Brainstorming Session

Today, we're inviting you behind the scenes of our team's dynamic brainstorming session.

Witness the creativity, passion, and collaboration that fuel our innovative ideas.

Get a glimpse into the magic that drives our success! 🧠🚀

Content Tip:

Use a template on TikTok to create a video showcasing your team during their last brainstorming session.

Sat
27

Meet The Team 🙌

Behind every success, there's an incredible team! 👥🌟

Today, we're introducing you to the faces behind [Your Company Name].

Meet the talented individuals who work tirelessly to bring our vision to life. Swipe through to get to know us better! 🌟📷

🕒 **Best time to post** 📍 **Stories**



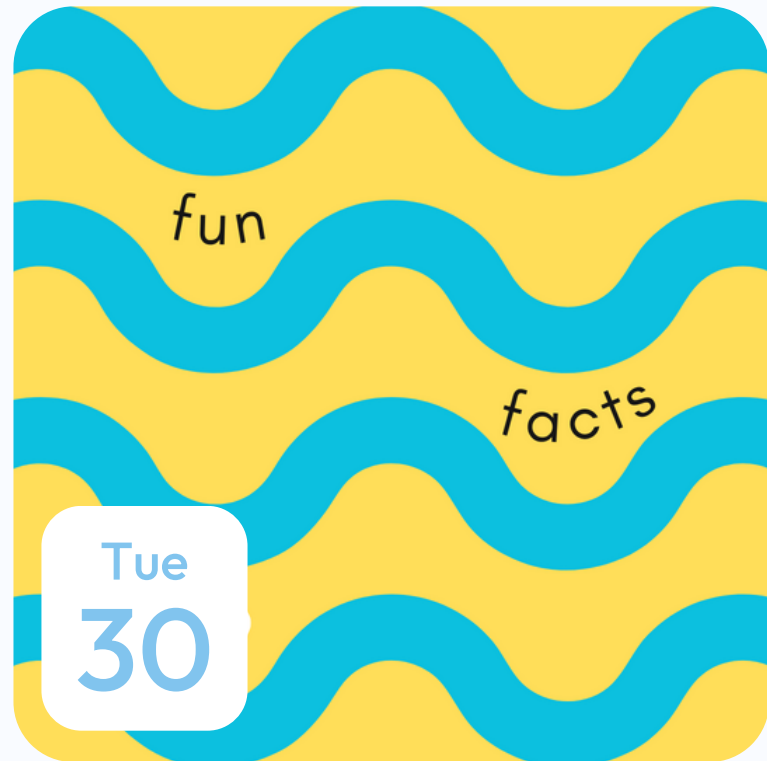
#MeetTheTeam
#TeamSpotlight
#TeamIntro
#GetToKnowUs

Mon
29

🕒 Best time to post
📍 Carousel

Motivational Monday Quote

#MotivationalMonday #GoalCrusher #GoalSetter #KickingGoals #2024Goals



Fun Facts About Your Industry

Ever wondered what it's like to work in [name of your industry]?

We're here to set the record straight and give you an inside glimpse into what this industry is all about.

Here are three things you might not know about working as a [job title]:
[List three fun facts about your industry or niche]

Did any of these surprise you? Let us know in the comments.

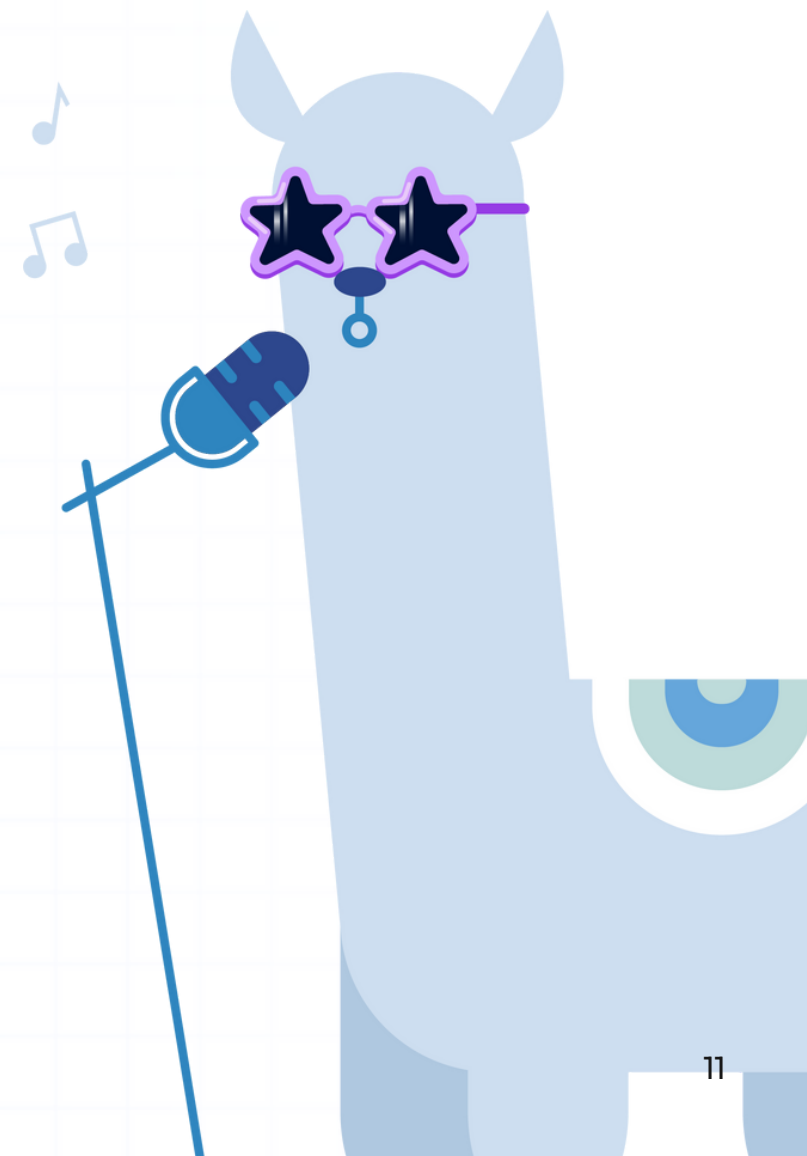
Wed
31

January Reflections

#JanuaryReflections #MonthInReview #MonthlyReflections #BusinessWins #BusinessGoals



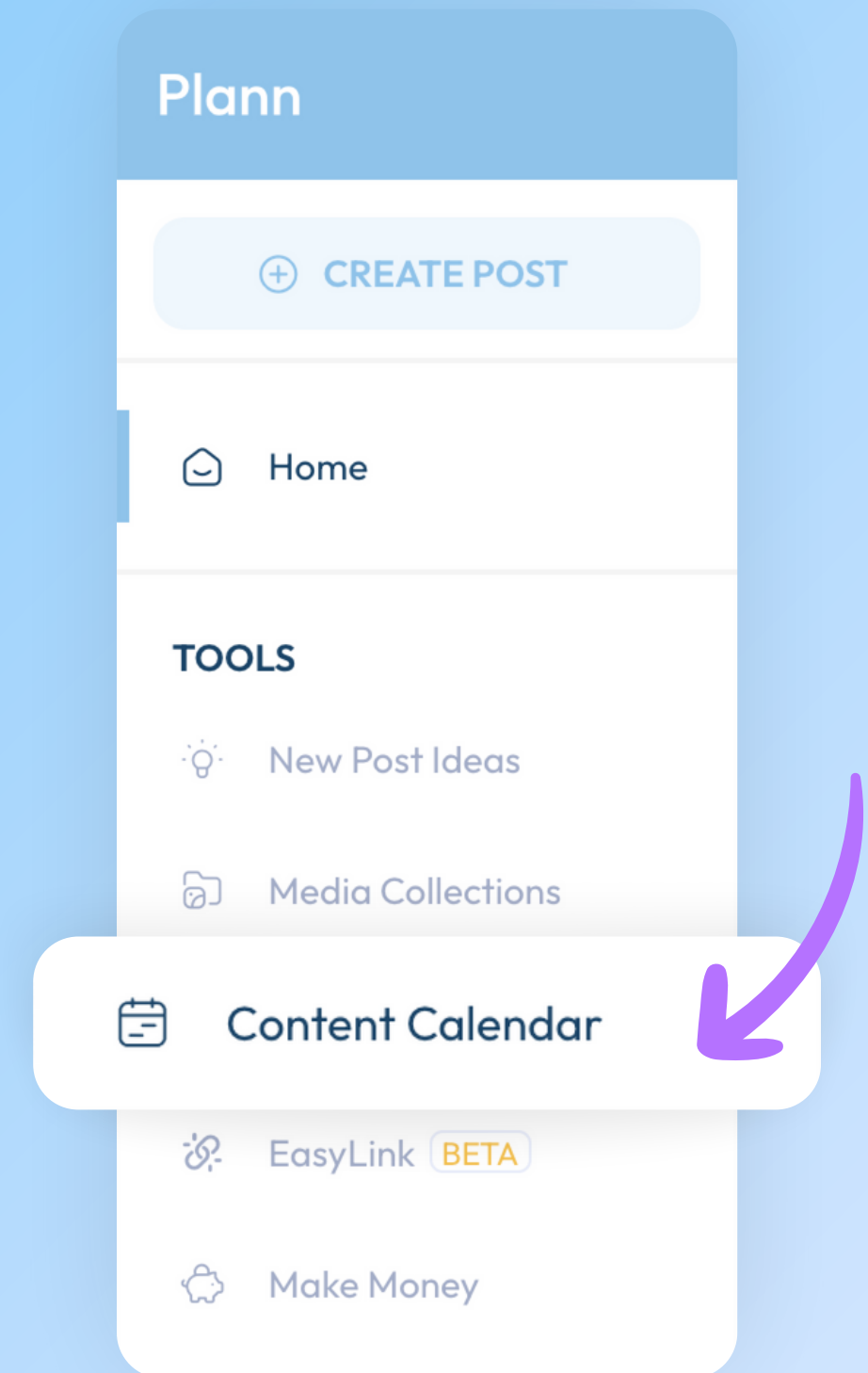
Ready to start Plann'ing?



Can't see everything you're after? Fear not!

Jump directly into your Plann workspace today and visit the [Content Calendar](#) tab for the full range of calendar events + dates of note.

Pick and chose from our range of done-for-you content; from caption prompts to hashtag sets, even a range of professional free stock images hand-selected for the date in question.



Want more?

Post Your Content Across Multiple Channels

PRODUCT FUN FACTS

Free Stock Images & Videos

01 January: New Year's Day

Create Content For:



CHOOSE ROYALTY-FREE CONTENT:



Done-For-You Caption Prompts

SOCIAL STARTER

Diving into 2024 with determination and purpose! 🥳👉 This month we're focusing on [insert goals]. We can't wait for you to share your January goals with us. Comment below and let's kick some goals together! 🙌

Copy to clipboard

NEW YEAR'S DAY HASHTAGS

#NewMonth #NewMonthVibes #FreshStart #WorkMotivation #KickingGoals #NewGoals #Monthlygoals #JanuaryGoals

Save as hashtag set

#socialmediamanager

#sweettreats

💡 Make it your own! Use a template to create a TikTok highlighting some of your goals for the month.

💡 Make it your own! Repurpose this as an Instagram Reel.

CANCEL

ADD

Repurposing Tips

Done-For-You Hashtag Sets