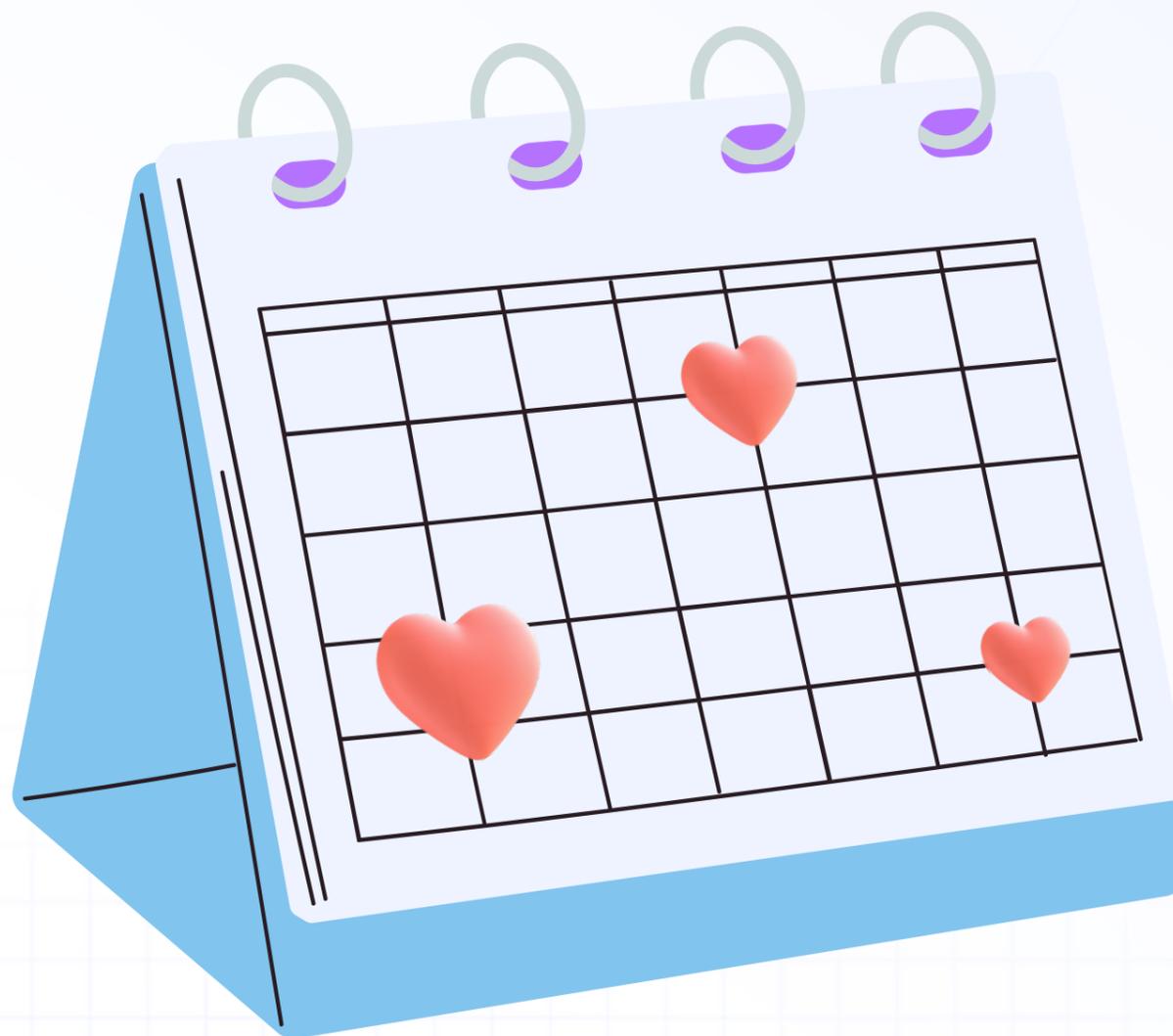


2024

Plann



February

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



February Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Thu
1

🕒 09:00 - 09:30

📍 Reel

Workday Behind-The-Scenes



#BehindTheScenes
#DayInMyLife
#OfficeSpace



Fri
2

🕒 09:00 - 09:30

📍 Stories

Customer Feedback Poll

With exciting product launches to come, we want your advice!

What product feature do you want us to launch first?

[List some different options of upcoming product features e.g. new updates, advanced technology, new styles or colors.]

Let us know in the comments what you'd next like to see from us ❤️

Content Tip:

Use the Poll feature on Instagram Stories to boost engagement.



Sat
3

🕒 Best time to post

📍 Reels

Product How-To Guide

#HowTo #Tutorial #DIYGuide #StepByStep #HowToUseIt #GuideToSuccess



Sun
4

- 🕒 Best time to post
- 📍 Static Post



Inspirational Industry Quote

#DailyInspiration #MotivationalQuotes #MindsetMatters #WordsToLiveBy #PositiveVibes



Mon
5

Customer Success Story

We love each and every one of our amazing customers!

Here's to [insert customer name] for allowing us to be part of your success story with [insert product name]! ❤️

Want to share your own success story? Drop a comment or DM us, and let's feature you next! 📧

Tue
6

Small Business Shout Out

As a small business owner, I'm lucky to be a part of a community of other business owners all helping each other out.

Today, we're showing some love to some other incredible small businesses you may already know and love.

[Name and tag a few small businesses and why you love them]. Go on, check out their Instagrams and show them some love. 🥰



#SmallBusiness
#SmallBusinessLove
#ShareTheLove #ShopLocal
#SupportLocalBusiness

Wed
7

Product Spotlight

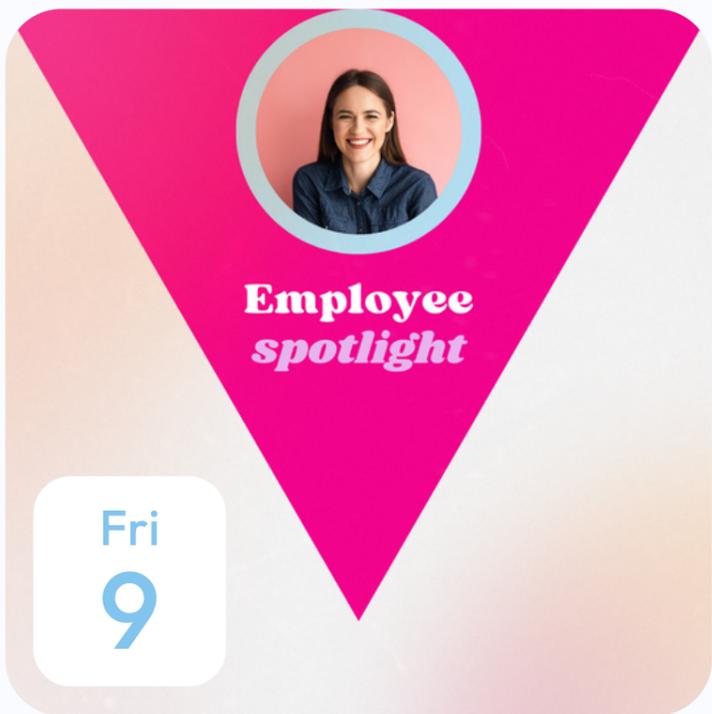
#ProductSpotlight #FeatureProduct #MustHave #BestSeller



Thu
8

Join Our Mailing List





Employee Spotlight

Meet the incredible faces behind [business name].

Today, we're shining a spotlight on [Employee Name] who [list the things they do that are valuable to the company].

As the heart and soul of [business name], it's thanks to [employee name] that our wheels keep turning 🙏

Content Tip:

Share a few Instagram stories highlighting your team member.

Sat
10

Chinese New Year Zodiac Quiz

From our team to yours, Happy Chinese New Year! 🎉🧧

Wishing you a year filled with joy, good fortune, and great success for this Year of the Dragon!

Take our interactive quiz to learn more about what your Chinese zodiac sign means and let us know in the comments! 🐲🧧

🕒 Best time to post 📍 Stories



#ChineseAstrology
#CNY #ZodiacPredictions
#YearOfTheDragon
#ZodiacQuiz #ZodiacSign

Sun
11

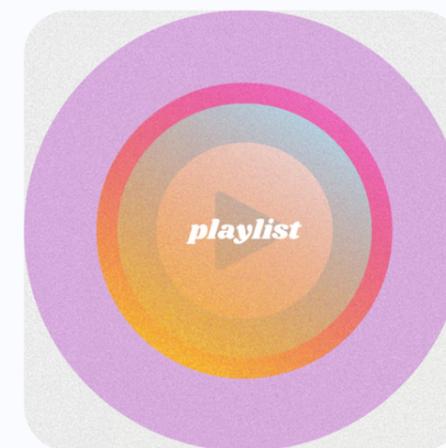
Work Playlist

It's a new week, which calls for some new tunes!

If you're struggling to find your rhythm this Monday, these artists will put you back in the groove.

If you need some playlist inspiration, check out my current favorites that I've had on heavy rotation this month at the link in bio.

🕒 12:00 - 14:00 📍 Stories



#MyPlaylist #MusicOfTheDay
#WhatImListeningTo
#MondayMotivation
#PlaylistOfTheDay



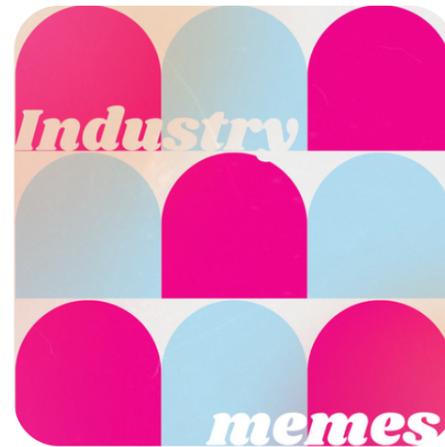
Mon
12

Relatable Industry Meme

This is giving a definite Monday mood!

We can't think of a more relatable or hilarious quote than this from [credit source]] 😂😂

Drop a comment below if you can relate. 📌



#Mantra #NewYearJourney
#BelieveInYourself
#MotivationalQuotes
#MoodQuotes

🕒 12:00 - 14:00

📍 Static Post

Tue
13

Galentine's Day Quotes

This Galentine's Day, we're celebrating friendship, self-love and female empowerment!

Today and every day, let's lift each other up! 💪🌸

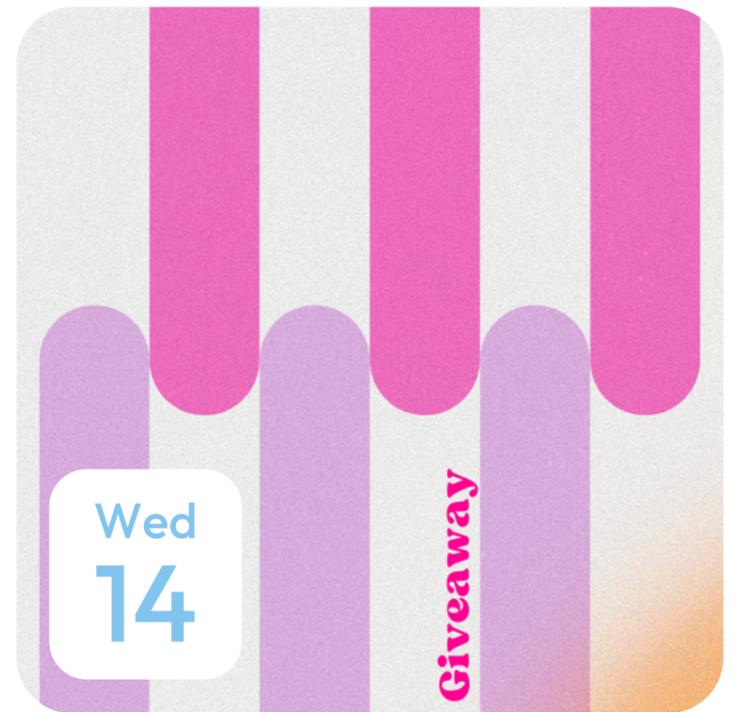
Tag your squad in the comments below and spread the joy this Galentine's Day!



#GalentinesDay
#WomenSupportWomen
#GalentinesToast
#GalentinesEmpowerment

🕒 09:00 - 09:30

📍 Carousel



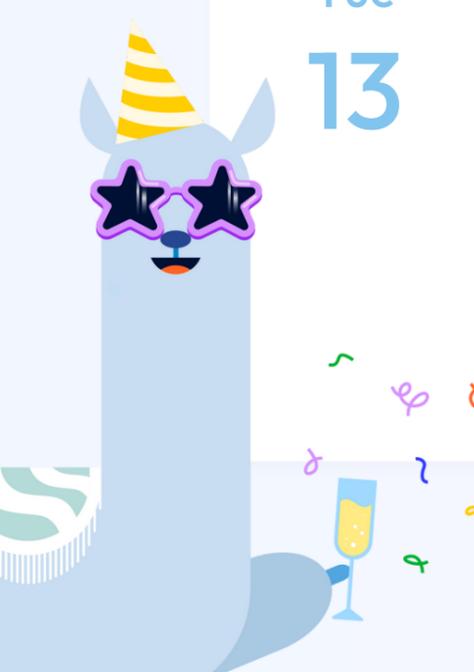
Valentine's Day Giveaway

Celebrate self-love this Valentine's Day with our exclusive Gift Giveaway 📺

We're spreading the love by giving one lucky person the ultimate gift pack!.

To enter, simply comment below with what you love most about [product name]. Good luck!

#ValentinesDayGiveaway
#LoveInABox #ValentinesSurprise
#SweetheartSweepstakes
#ValentinesGiveaway #ValentinesTreat

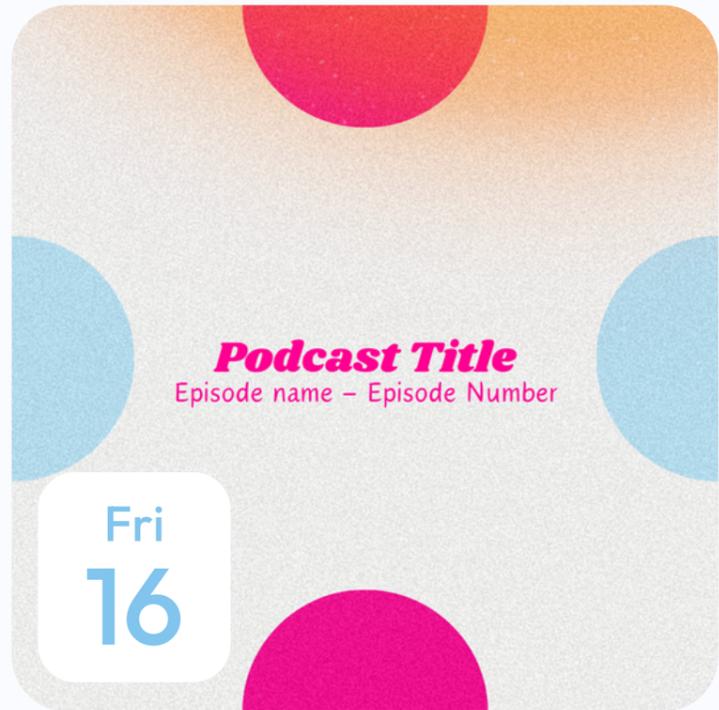


Thu
15

🕒 Best time to post
📍 Carousel

Productivity Hacks

#ProductivityHacks #TimeManagement #EfficiencyTips #WorkSmart #LifeHacks



Podcast Recommendation

If you're in need of a good podcast to get you through the work commute, you're in luck!

🎧🌟 I'm currently obsessed with [podcast name] by [credit creator].

Packed with [mention key themes or takeaways] that won't disappoint, it's sure to become your favorite too!

Got a podcast you think we should check out? Comment below with your top recommendations



Sat
17

Random Acts Of Kindness Day

#RandomActsOfKindness #CustomerContent #HappyCustomers #KindnessMatters

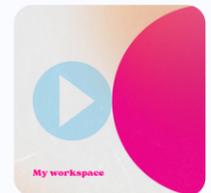


Sun
18

Workplace / Workspace Tour



#RandomActsOfKindness
#CustomerContent
#HappyCustomers
#KindnessMatters
#CommunityLove



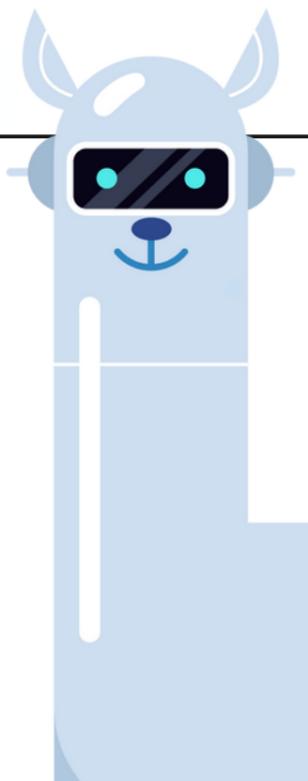
Hmmm... It looks like you're missing a few captions!

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!→](#)



Mon
19

🕒 09:00 - 09:30

📍 Static Post

Motivational Quote

#SuccessMotivation #MindsetMatters #WorkMotivation #InspiringQuote



Tue
20

🕒 14:00 - 16:00

📍 Live Stories

Industry Expert Live Q&A

#AskTheExpert #ExpertInsights #BehindTheBusiness #KnowledgeExchange



Wed
21

🕒 09:00 - 09:30

📍 Static Post

Caption Contest

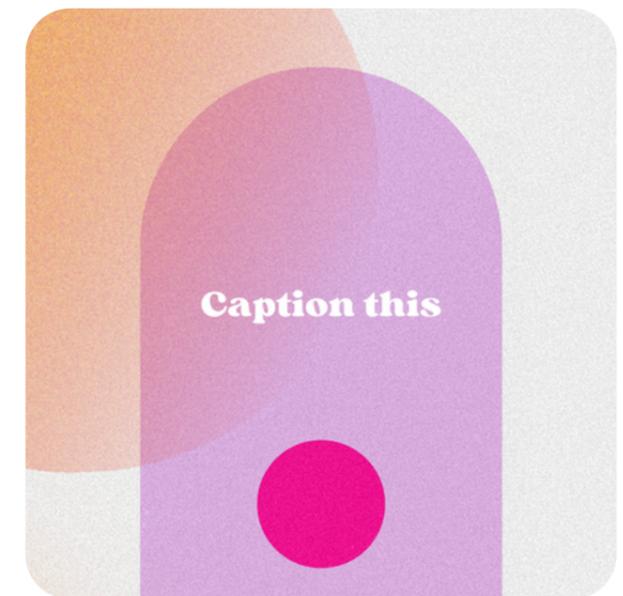
Obsessed with [product name]? Now's your lucky chance to win a [prize related to product] to enjoy yourself!

Caption this photo for your chance to win. We're looking for the most creative ideas 🎉🌟

The winner will be announced on [date]. Ready, set, caption!

Content Tip:

Create a custom graphic that viewers need to caption on Instagram.



Thu
22

🕒 12:00 - 14:00

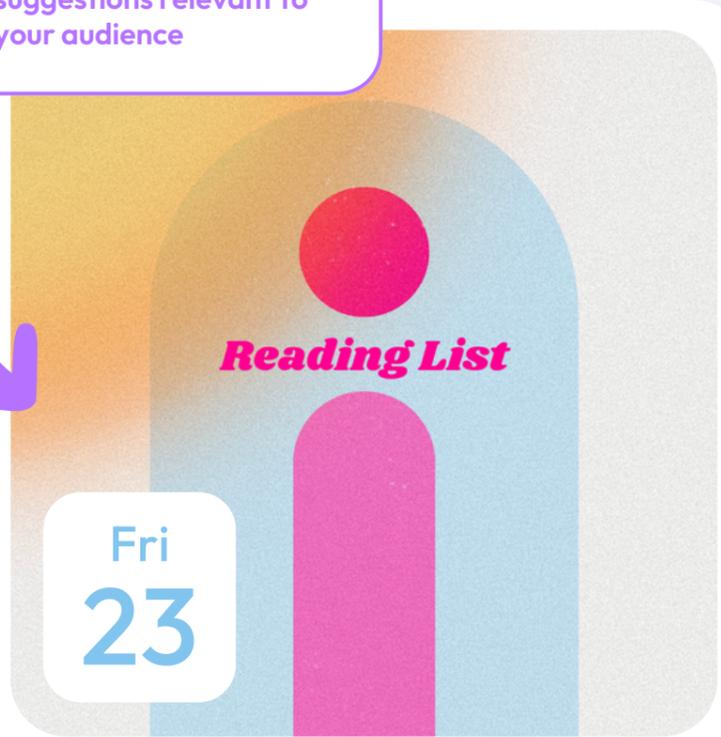
📍 Stories Poll

This or That?

#ThisOrThat #FunctionalityOrStyle #ProductFeatures #CustomerFeedback



Alternatively, make book suggestions relevant to your audience



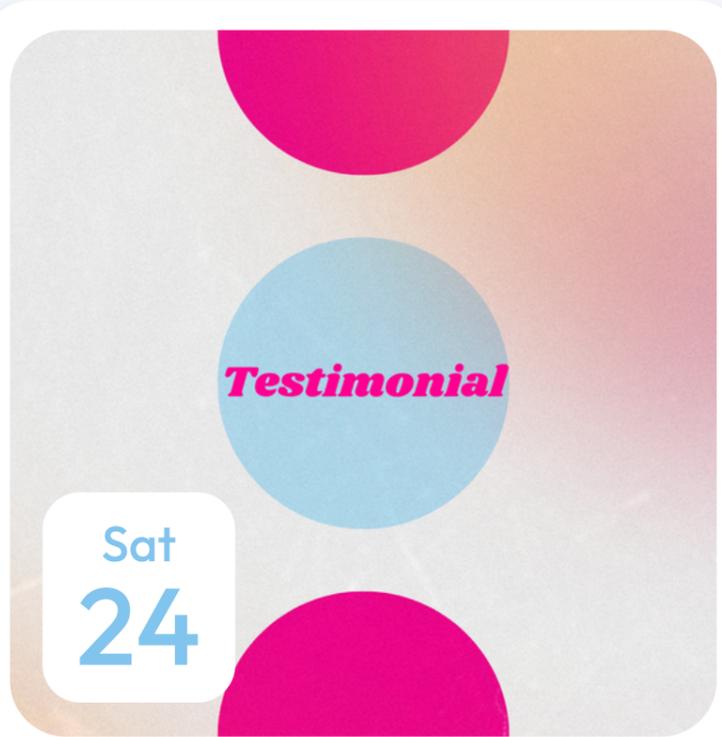
Current Reading List

With the weekend ahead, it's the perfect time to curl up with a good book!

Embark on a literary journey of your own with our pick of the best books we've read this month. 🌟📖

What's on your reading list this month? Share your top recommendations in the comments below!

#BookClubPicks #LiteraryDiscussions
#BookClubNights #BookClubFavorites



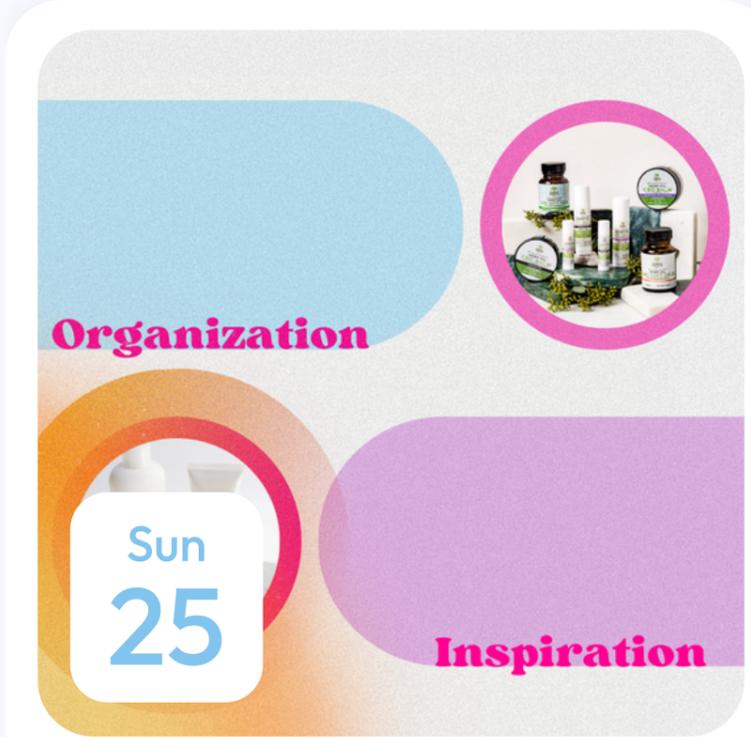
Customer Testimonial

Nothing makes us happier than hearing how much you love our products!

Thank you to our beautiful customers for sharing their love of [product name]. See what they had to say about it in the video!

Want to be part of the [company] journey? Be sure to tag us when you share your own experiences 🌈

#ReviewReel #CustomerFavorites
#CustomerAppreciation #CustomerLove



Organizational Apps

We're almost two months into 2024 and it's not slowing down!

My secret to staying on top of it all? These must-have organizational apps!

From planning and scheduling to managing work meetings, these are the tools I use to keep my life in order 📱🌟

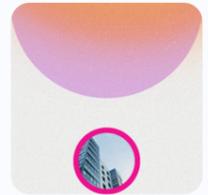
#AppMagic #ProductivityHacks
#LifeHack #OrganizationEssentials
#LifeSimplified #AppEfficiency

Mon
26

- 🕒 Best time to post
- 📍 Stories

February Flash Sale

#SaleAlert #FlashSale #GetInQuick #LimitedTimeOnly #DiscountCode



Fave Recipe

As we head into Spring, we're looking forward to cooking up some seasonal favorites and fresh flavors 🍓🌿

This recipe by [recipe creator] is one of my go-to lunches during the work week and is the perfect meal in Spring.

insert recipe ingredients and method].

What's your favorite dish to make in the warmer months? Share your favorites below!

Wed
28

Industry Facts

#IndustryMyth #MythBusting #BusinessTips #BusinessInsights #BusinessAdvice



Thu
29

Month In Review

It's been another month of big milestones here at [company name]!

From [insert monthly achievements or milestones], we're forever grateful for your support.

Here are just some of our proudest achievements for the month of February 🚀

- 🕒 Best time to post
- 📍 Reel

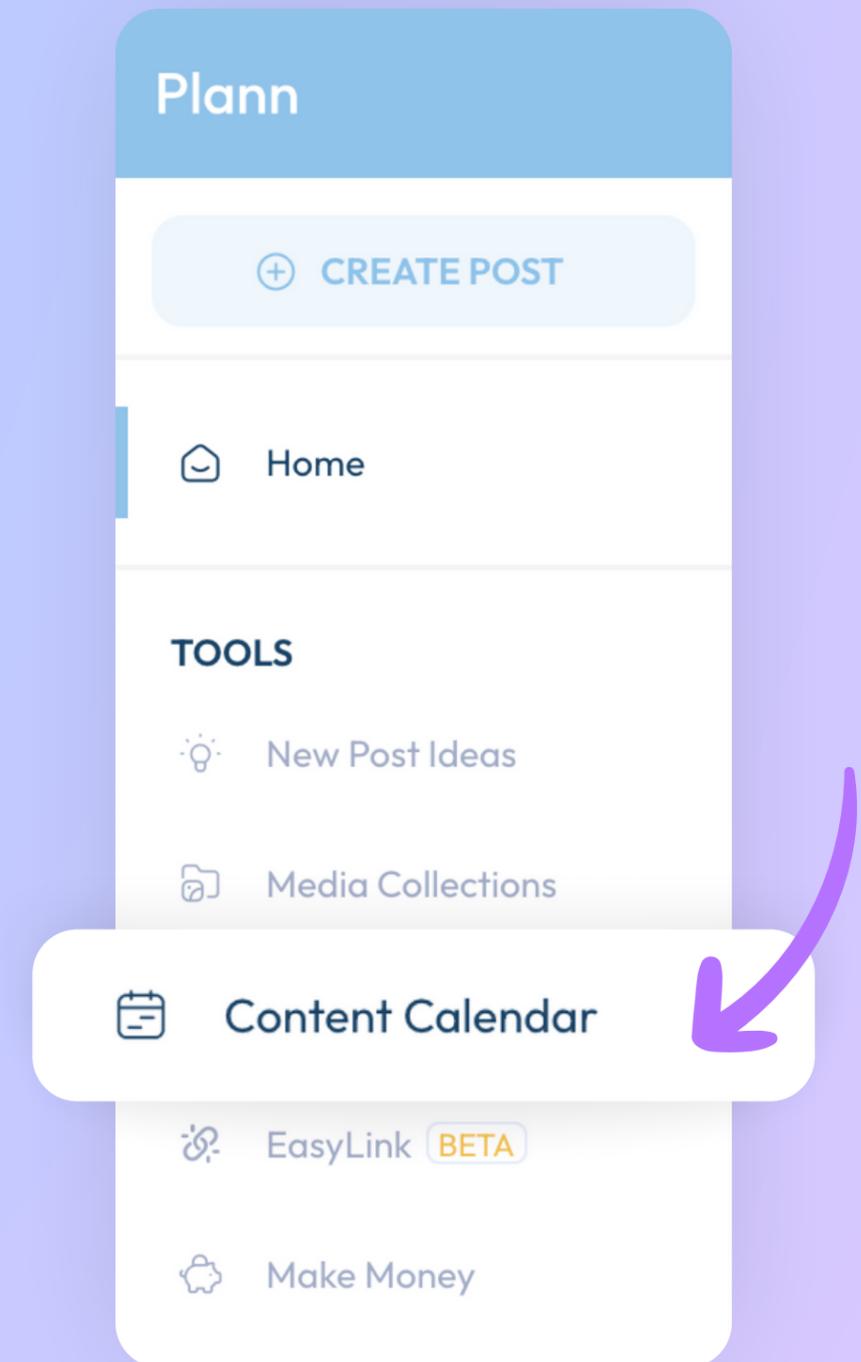


#MonthInReview
#Grateful #Gratitude
#CustomerAppreciation
#ProductSpotlight

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