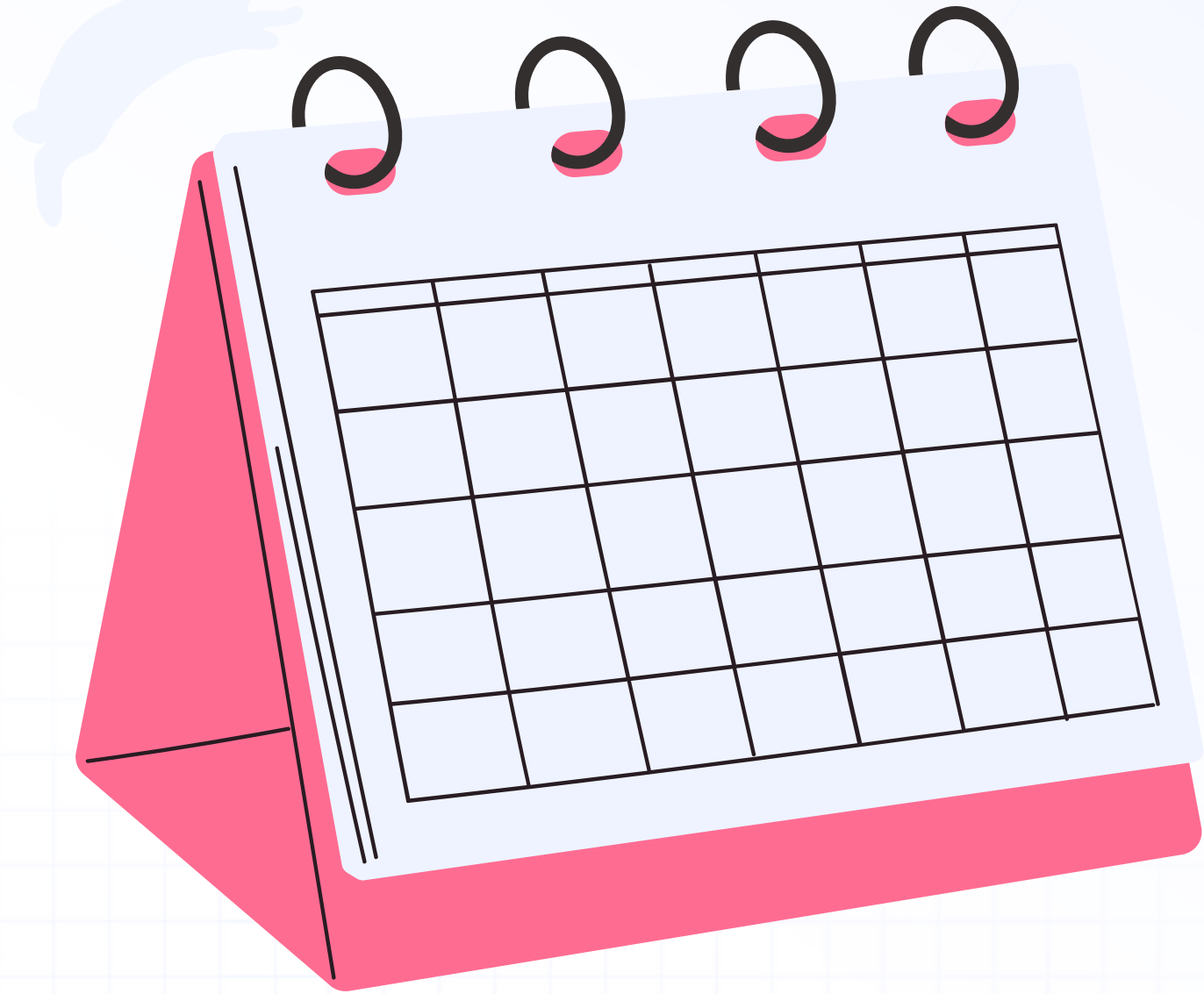2024

Plann

April
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

📅 April Content Calendar

Mon 1

🕐 09:00 – 09:30

📍 Static Post

Easter Monday

#HappyEaster #EasterMonday #EasterGratitude

Tue 2

🕐 09:00 – 09:30

📍 Carousel

Content Tip:
Create an Instagram Carousel showcasing highlights from this company event.

Company Event Throwback

We're always working hard here at [company name] HQ, but we also know to balance this time with fun.

For our latest team-building event, we forged deep bonds and relaxed by [describe event details]. It was the perfect reset for the month ahead! 🎉🔙

Here's your BTS look at [last company event]. Follow us on Instagram for more action!
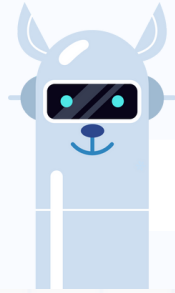
Wed 3

🕐 06:00 – 09:00

📍 Reels

April Goals

#NewMonth
#NewGoals
#WorkMotivation

Plann

Thu 4

🕐 **Best time to post**

📍 **Reels**

Spotlight Industry Trends

#EmergingTrends #IndustryInsights #FunFact #DidYouKnow #IndustryLearning

---

Fri 5

Recent Blog Post

On this week's blog post, we talk about all things [explain blog content or topic]. ⭐

Not subscribed to our newsletter yet? Sign up at the link in bio to ensure you get the latest posts delivered straight to your inbox!

📍 **Carousel**

Sat 6

Current Watch List ▶

Who doesn't love a movie night on the weekend? The only hard part is choosing which film to watch! 📺

To help take the guesswork out of what to watch, we're sharing our team's current binge-worthy watchlist which is sure to see you entertained.

What's on your watchlist this month? Share your viewing recommendations below 👇

WATCH LIST

#WhatWereWatching
#EveningViewing
#TVRecommendations
#StaffRecommendations

Sun 7

World Health Day Q&A

#InstagramLIVE #HealthyLiving #AskTheExperts #WorldHealthDay

Mon 8

Motivational Monday Quote
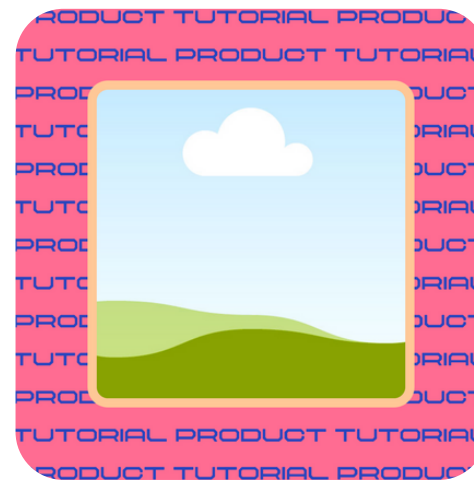
Tue
9

Product Tutorial

We're always being asked how to use [insert product name] to see the best results.

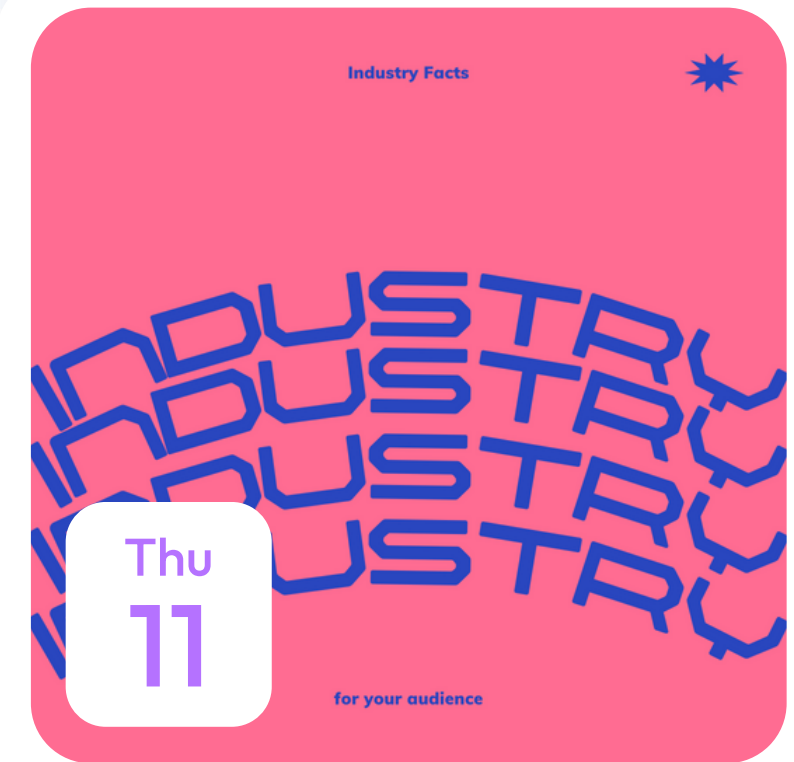So, we thought we'd give you the scoop with a step-by-step tutorial.

We hope this helps you when using [product name]. Give it a go and be sure to tag us with a picture of your own results!

🕐 12:00 - 14:00   📍 Reels

#ProductTesting
#ProductReview
#HowToTutorial
#DIYTutorial

Wed
10

Work In Progress Teaser

We've got some very exciting news... big things are on their way here at [insert company name]! 💁

We've been working on this new product for the last few months and can't wait to share more details with you as we get closer to the launch date.

Until then, here's a little teaser. Let us know what you're keen to see more of in the comments below!

🕐 Best time to post   📍 Stories

#ProductLaunch
#WIP
#WorkInProgress
#ProductTesting

Thu
11

Industry Facts

for your audience

5 Surprising Industry Facts

Keen to learn more about [insert name of industry]?

We're on a mission to give you the inside scoop when it comes to working in the industry.

Here are five things you might be surprised to learn about working as a [job title] in industry: [list five surprising facts].

Surprised? Let us know in the comments below what you'd love to learn more about next! 💪💼

Fri 12

🕐 Best time to post

📍 Static Post

Host A Giveaway

#Giveaway #WinBig #Competition #Contest

Sun 14

Share Your Top Book Picks

#FavoriteBooks
#Books
#BookRecommendations
#BookLover
#Bookstagram

Mon 15

Share A Recipe

#CookingRecipe #RecipeTutorial #SimpleEats #LetsGetCooking

ASK ME ANYTHING

let me hear it...

Sat 13

Instagram Live FAQ's

Got a question about our [insert product or product range]?

We've got you covered! Head to our Live and leave your comments below to see your burning questions answered 🔥🔥
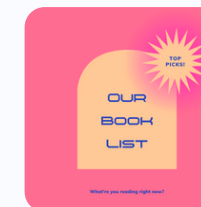
Content Tip:
Go live on Instagram Stories to see FAQs answered.
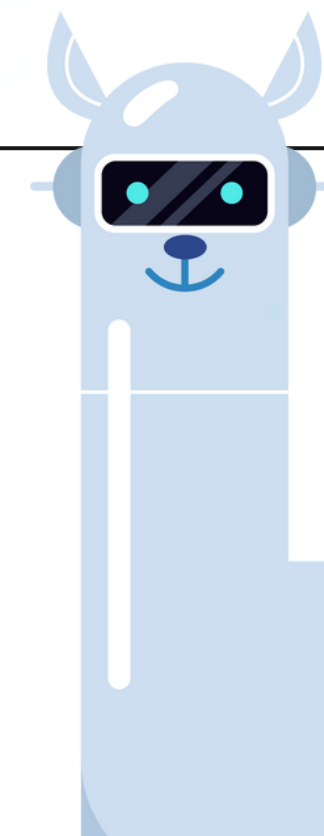

Hmmm... It looks like you're missing a few captions!

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! →

Plann

FAVOURITE

CHASES

Tue 16

Favorite Purchases For The Month

We've made quite a few purchases in [MONTH], but these definitely top the list of favorites.

[Share top 5 purchases and what you love about them].

Made some shopping purchases this month? Share your favorites in the comments below!

#AprilFavorites #ShoppingConfessions #MonthlyFavorites #ShoppingHaul

---

SALE

THE SALE YOU DON'T WANT TO MISS!

Wed 17

Prompt users to join the flash sale

Run A Flash Sale

Nothing cheers you up quite like an exclusive flash sale! ✨

For our incredible community, we're offering [insert discount] on [insert product or service].

But hurry! This offer ends tonight at [enter details regarding flash sale ending time].

#FlashSale #Sale #RunDontWalk #DiscountCode

ADD A TESTIMONIAL FROM AN AMBASSADOR OR CUSTOMER OF UR CHOOSING.

Thu 18

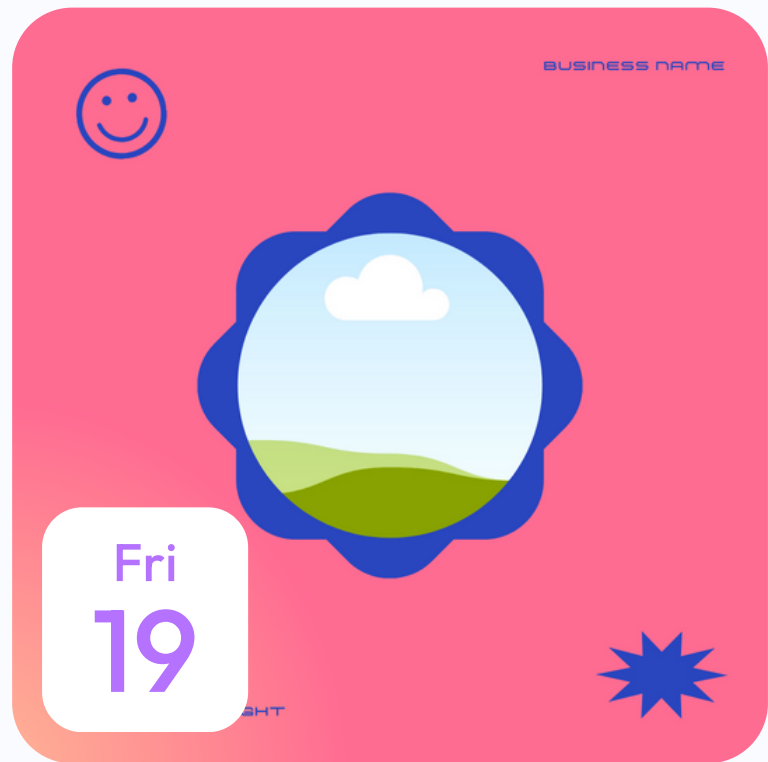Ambassador Name | Follower Count 40K

Customer Testimonials Spotlight

We're shining a spotlight on those customers who continue to inspire us every day 🌟❤️

Their journey with [your company name] is a testament to what you can achieve with determination and the support of our growing community.

We're honored to have played a part in their success. Read more about their personal stories at the link in bio.

🕐 12:00 – 14:00   📍 Carousel

Fri 19

Local Business Highlight

It's never been more important to shop local and support those small businesses in your community. 🌟

We're making it a priority in this year so today, we're shining a spotlight on [Local Business Name]. From their [mention product or service] to their friendly service, they're a pillar within the community.

Show some local love by giving them a visit! ❤️🏪

Sat 20

Employee's Career Journey

We all know [team member] is a valuable asset to our [company name] community. So today, we're shining a spotlight on team growth and development.

[Employee Name] has taken their skills to the next level and is an asset to every stage of our development.

Hear what they have to say about their recent career progression and journey so far! 📈👏

#EmployeeDevelopment
#TeamSuccess
#TeamDevelopment
#CompanyCulture

Sun 21

Business Founder Q&A

Creativity and Innovation are the driving forces behind every business 🌈🔍

Join our business founder [insert name] for a discussion on the power of creativity in business and the tools to help unlock your creative potential.

Drop a question in the comments below and we'll answer it during the session! This is one talk you won't want to miss! 🌟💼

🕐 12:00 – 14:00   📍 Live

#Innovate #Creativity
#TeamInnovation
#InnovationTalks
#CreativeImpact

Mon 22

🕐 09:00 – 09:30

📍 Reels

Share Your Morning Routine

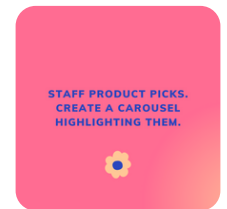#GetReadyWithMe #MorningRoutine #OfficeDays #BusyMornings

Tue 23

🕐 12:00 – 14:00

📍 Stories

Staff Top Product Picks

#StaffRecommendations #StaffPicks #TopProducts #HappyShopping

Wed 24

🕐 09:00 – 09:30

📍 Carousel

Content Tip:
Create a Carousel of your team's favorite workday essentials with a quote from a team member explaining why.

Workday Essentials

When it comes to the workday, we'd be lost without these essentials that keep us motivated and feeling productive. 📖🌟

From [insert morning ritual or favorite breakfast] to [tool or item], these essentials set the tone for a day of success!

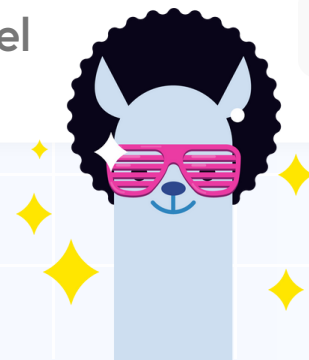What are your workday essentials? Share them in the comments below!

Thu 25

🕐 12:00 – 14:00

📍 Carousel

Share User-Generated Content

#UserGeneratedContent #CommunityLove #UGC #HappyCustomers

Plann

Fri
26

Jump On A Reel Trend

Who doesn't love a new trend?! 💫🌈

This was a lot of fun to create (despite being a lot harder than it looks). Give it a go yourself and tag us in your videos!

🕐 **Best time to post**   📍 **Reels**

**TRENDING REELS
TRENDING REELS
TRENDING REELS
TRENDING REELS**

#Trending
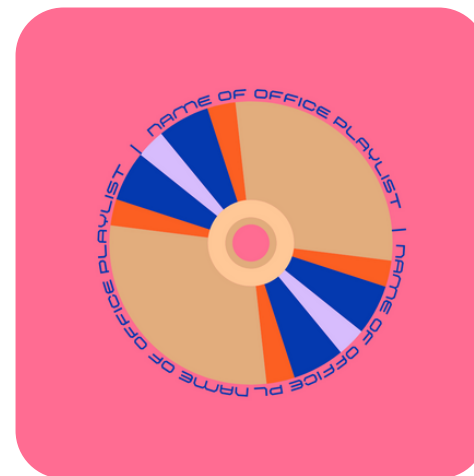#TrendingReel
#TrendAlert
#TrendingTikTok

Sat
27

Share Top Podcast Recommendations

From entertainment to industry news, health, and beauty, there are plenty of podcasts to keep you company on the work commute!

This month, we've rounded up our top 5 that are seeing us through the month. You'll be sure to learn from them or simply unwind while listening.

Got a favorite podcast? Share your recommendations in the comments below!

#PodcastLove
#Popculture
#PodcastRecommendations
#PodcastsOfTheMonth

Sun
28

Yay!

CUSTOMER APPRECIATION POST. CALL SOMEONE.

Team Member Spotlight

Want to know what [team member name] gets up to as [insert role/position title] each day?

Get a glimpse of their role here at [Company Name] where they are an invaluable member of our team.

Hit play and follow along ▶

Content Tip:
Film a Reel showing a day in your life vlog of a team member.

Mon

29

🕐 Best time to post

📍 Carousel

Customer Appreciation Post

#CustomerAppreciationPost #GratefulForYou #CustomerSpotlight #PositiveReviews

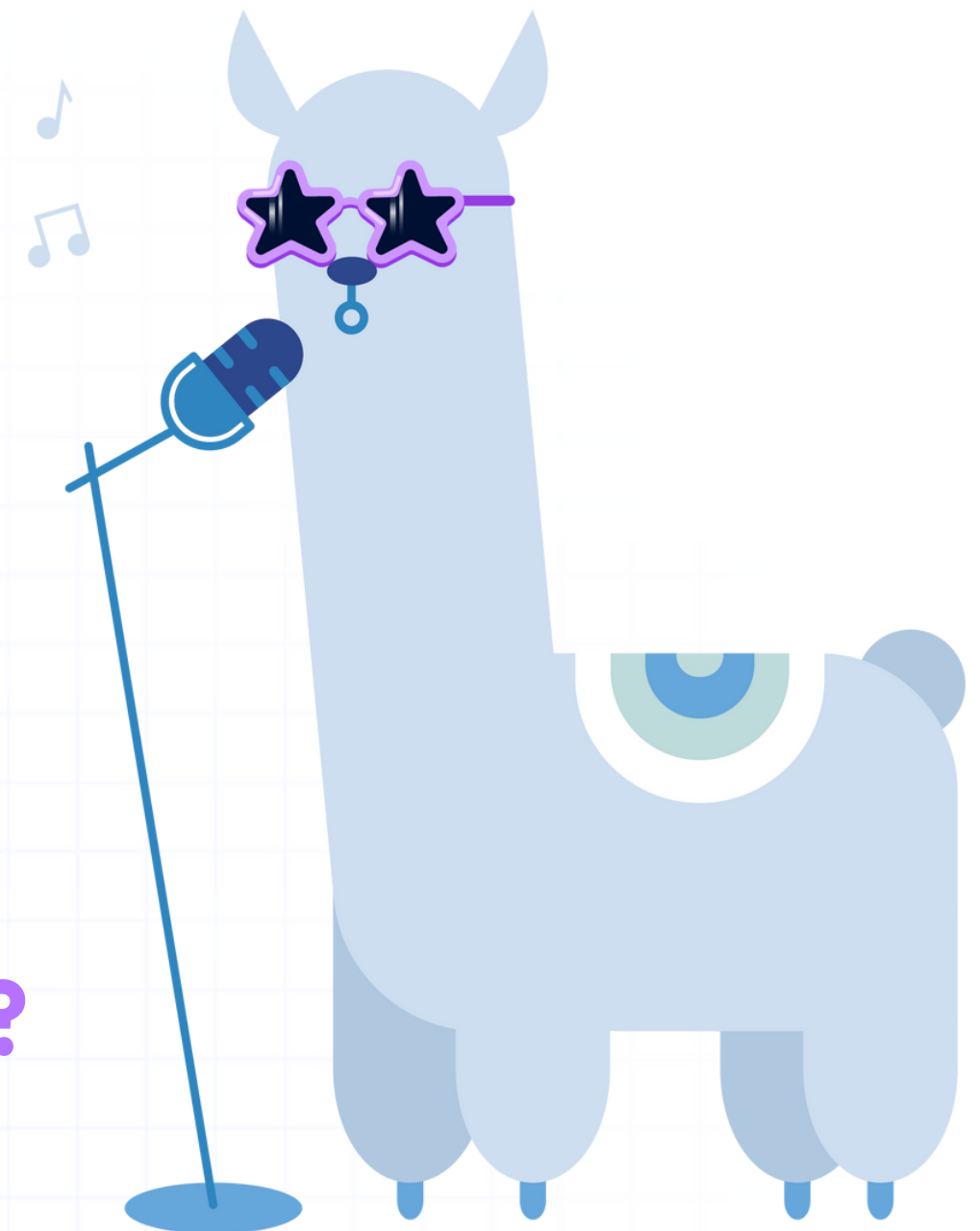**MONTHLY REFLECTIONS**

Tue

30

Monthly Reflections

As we head into a new month tomorrow, we're taking a moment to reset and reflect on the month that's been. 🌟📅

Here's what we achieved this month: [insert monthly achievements].

What did you accomplish this month, big and small? What are the small goals you're setting yourself next month? Share your reflections in the comments below!
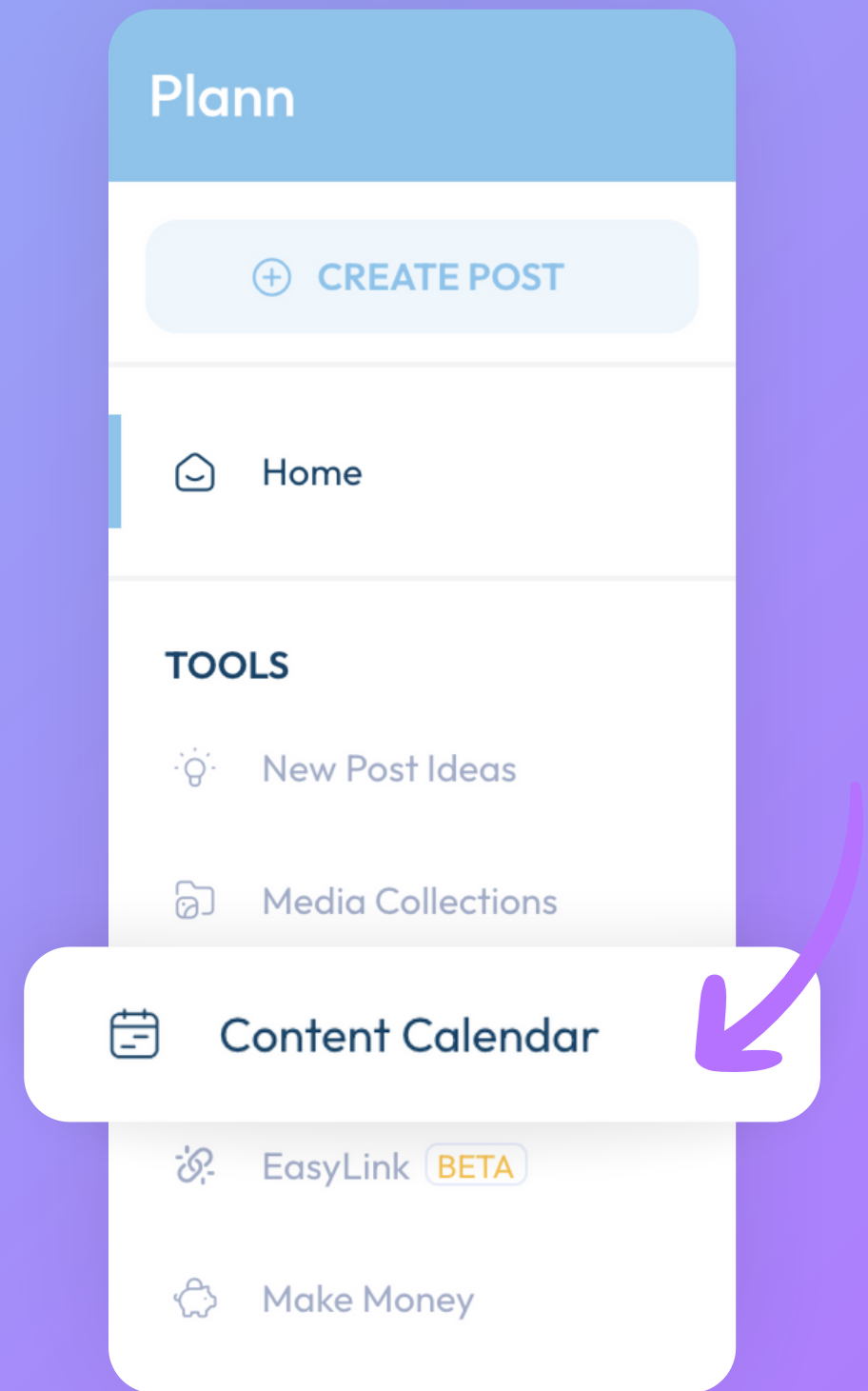
Ready to start Plann'ing?

Plann

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.

Plann

+ CREATE POST

Home

TOOLS

New Post Ideas

Media Collections

Content Calendar

EasyLink BETA

Make Money

Want more?

Post Your Content Across Multiple Channels

PRODUCT FUN FACTS

Free Stock Images & Videos

01 January: New Year's Day

Create Content For:

Posts　Stories　Reels　LinkedIn　Facebook　TikTok　Pinterest

Done-For-You Caption Prompts

CHOOSE ROYALTY-FREE CONTENT:

#socialmediamanager

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

#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

Plann