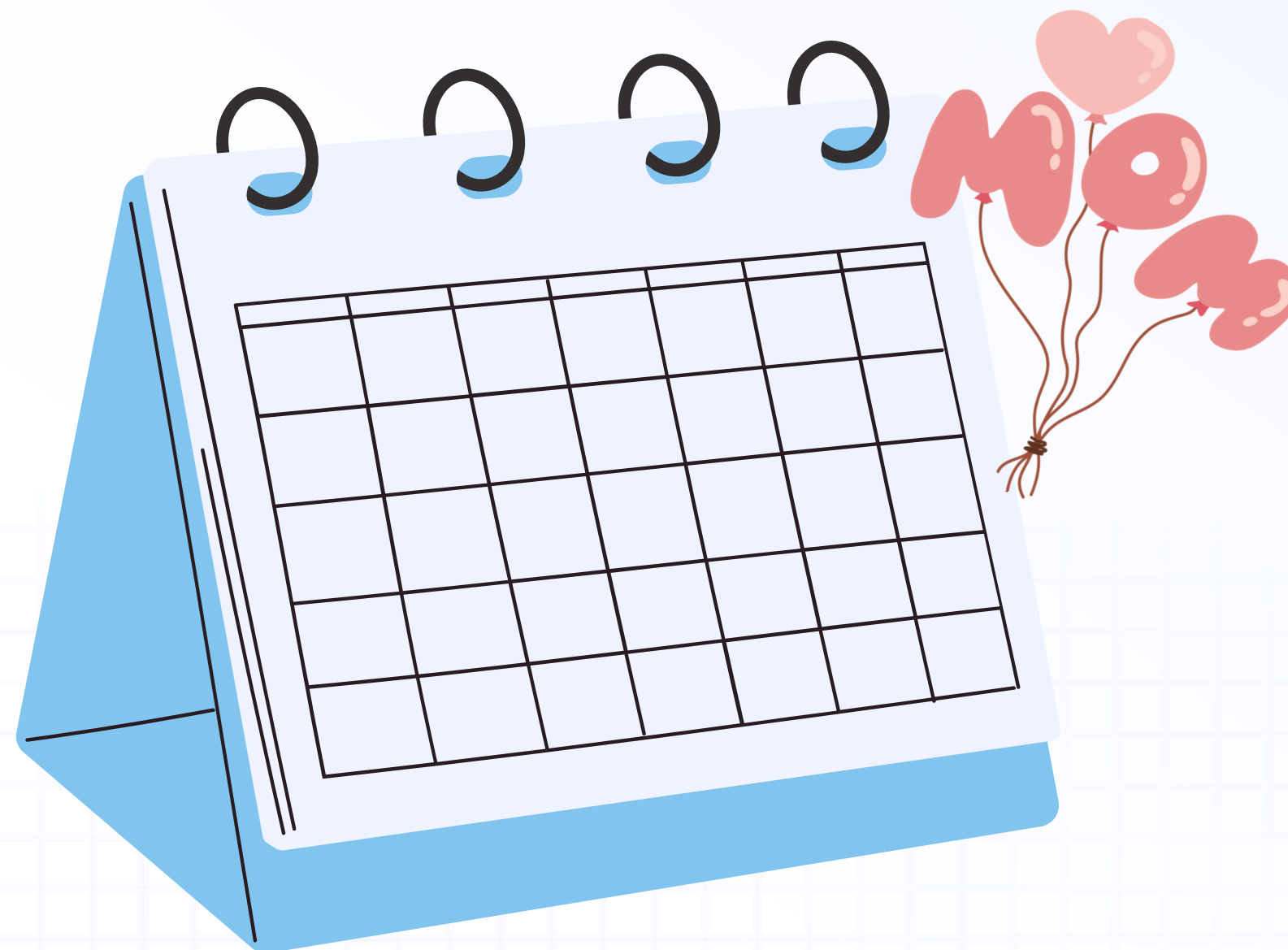


2024

Plann



May 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



May Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Wed
1

🕒 09:00 - 09:30

📍 Static Post

April In Review

#NewMonth #NewMonthVibes #WorkMotivation #MonthlyGoals #MayMotivation



Thu
2

🕒 12:00 - 14:00

📍 Reels

Mental Health Awareness Month

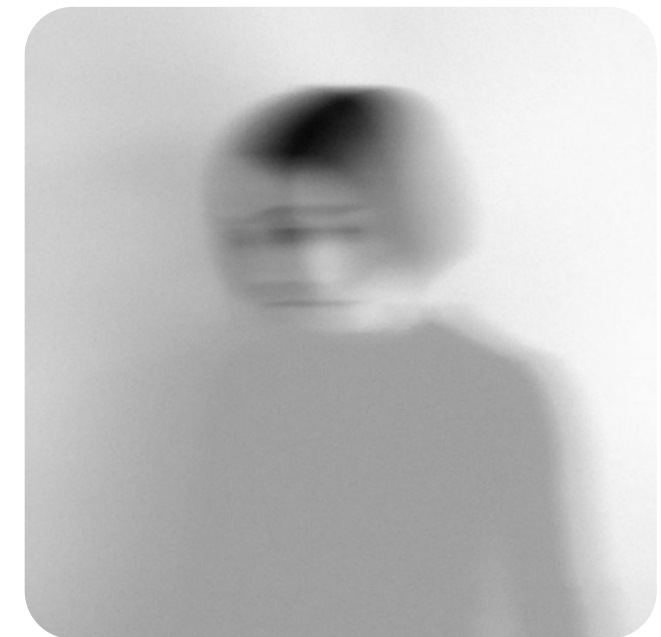
May is Mental Health Awareness Month, and to champion the importance of self-care, we're sharing our favorite tips for managing stress during the work week. 🧘

Content Tip:

Film an Instagram Reel featuring staff members engaged in wellness activities.

Here, our staff members take you through the wellness activities that help them focus, find calm, and stay balanced.

What does self-care look like for you? Share your top tips in the comments below!



Fri
3

🕒 06:00 - 09:00

📍 Carousel

Share A Recent Blog Post



#WeeklyBlog
#BlogPostMusings
#NewBlog



MY GOALS FOR MAY



Sat
4

Expand on this here briefly, and then encourage your audience to share their upcoming goals.

May Goals

It's hard to believe we're almost halfway through the year! So, we're taking the opportunity to brainstorm new goals and reflect on the KPIs we've set ourselves for the year!

This month, we'll be focusing on [insert small goals to achieve].

What are your goals for the month ahead? What is it you want to focus on to end the year on a high note? Let us know in the comments! ✨

Sun
5

Book Recommendation

Who doesn't love a good book recommendation? If you're looking to level up your business this month, you'll want to check out these top picks!

This month, we've selected [list 5 books and why they are your favorite when it comes to business skills, organization, or industry news]. 📖✨

What should we read next? Share your top book picks in the comments below!

🕒 **Best time to post** 📍 **Carousel**



#FavoriteBooks
#BookRecommendations
#BookLover
#Bookstagram

Mon
6

Motivational Monday Quote

We're heading into a new week with positivity and gratitude! ❤️

Need a little extra help to hit the week running? These motivational quotes are sure to leave you feeling inspired.

Now, we can approach the new week radiating the same energy. Don't forget, we're in this together! ✨

🕒 **09:00 - 09:30** 📍 **Static Post**



#MotivationMonday
#MotivationalQuotes
#MoodQuotes



Tue
7

- 🕒 Best time to post
- 📍 Reels



Create A Product Unboxing Video

#ProductUnboxing #Unboxing #UnboxingVideo



ADD AN INDUSTRY STATISTIC TO THIS SPACE

Wed 8 40%

Industry Insights

Ever wondered about [insert industry topic]? 💡

In our industry, [insert fascinating fact or statistics]. Not surprisingly, it greatly informs our strategy.

Share your thoughts on this intriguing fact in the comments below. 🤔🌟

Thu
9

Customer Success Story

We love hearing how [insert product name] has come to enhance your life!

[Tag customer] recently sent us a DM sharing how much she loved [insert product/service]. 🧡

It means the world to receive messages from our community. Head to the link in our bio to pick up [tag customer] must-have now! 🧑🏻‍🛒

🕒 12:00 - 14:00

📍 Static Post



#CustomerLove
#CustomerTestimonial
#CustomerSpotlight
#HappyCustomer

Fri
10

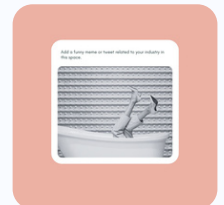
'This or That' Poll

#ThisOrThat #FavoriteProducts #Feedback #Marketresearch



Sat
11

Reshare A Funny Meme





Mother's Day Giveaway

We're celebrating the mothers, caregivers, and trailblazing women in our lives this Mother's Day with an exclusive giveaway!

For your chance to win, simply:

- 1 Like this post
- 2 Follow us
- 3 Share your favorite photo with Mom or a special woman in your life, along with the hashtag [insert hashtag]

This giveaway ends [insert date/time].

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

ORGANIZATIONAL TIPS

Mon 13



Organization Tips For A Busy Work Week

Got a busy week ahead? Don't stress with these organizational tips!

Not only will they help you maximize efficiency and plan ahead, but they'll also ensure your week is stress-free.

Swipe through and give these top tips a go!

#OrganizationTips
#StressFreeWorkWeek
#BusyWorkWeekTips



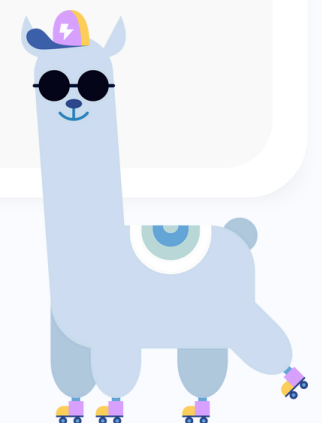
Create A Mood Board

Whether it's coming up with a new aesthetic for a product launch or simply providing inspiration by way of ideas, we love a mood board!

We're sharing a recent mood board that helped shape our vision for the launch of [insert product or service]. 📺

Let us know what catches your eye and inspires you in the comments below!

#MoodBoard
#MoodInspiration
#InspirationBoard

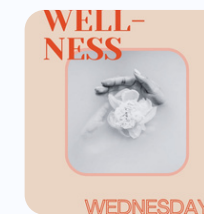


Wed
15

- 🕒 Best time to post
- 📍 Reels

Wellness Wednesdays

#WellnessWednesdays #HappyMindHappyLife #WorkLifeBalance #SelfCareTips #Mindfulness

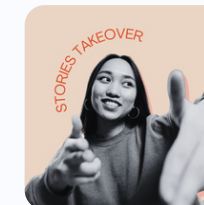


Fri
17

Social Media Takeover



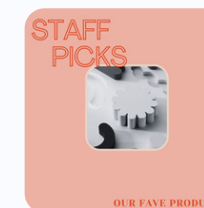
#BTS
#InstagramTakeover
#BehindTheScenes
#StoriesTakeover



Sat
18

Staff Product Picks

#StaffPicks #TeamFavorites #ProductOfTheMonth #ProductRecommendation



Thu
16

ASK ME

QUESTION

Add a FAQ to this section. Something topical, maybe relevant to current events.

ANSWER

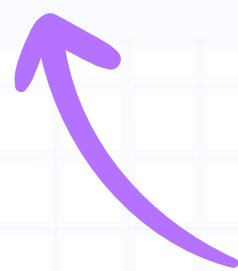
Add a brief answer to this, encourage your audience to read the description for a more fleshed-out explanation.

Ask Me Anything About A Product Range

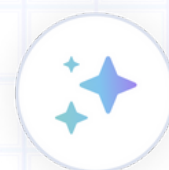
Want to know more about [insert product or service] and how to get the most out of it?

Well, today's your lucky day as we're answering all your burning questions!

Got a question for us? Drop it in the comments below and we'll be sure to answer 🙋



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

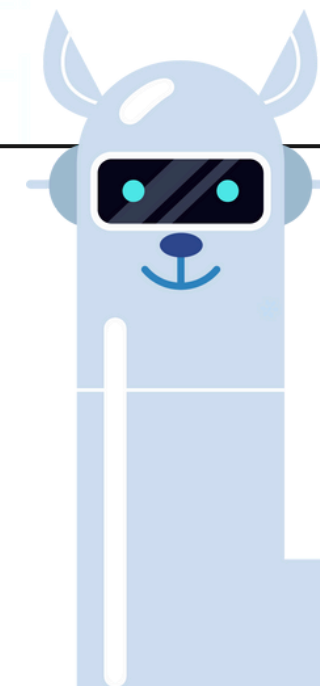


Your Ultimate Social Media Wingman, An AI Caption Generator!

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!→](#)



Sun
19

🕒 18:00 - 20:00

📍 Stories

BTS Of A Product Launch

#SneakPeek #NewProductLaunch #ComingSoon #LaunchingSoon



Mon
20

🕒 14:00 - 16:00

📍 TikTok

Support Your Local Stores

#SupportYourLocal #ShopLocal #LocalBusiness



Tue
21

🕒 09:00 - 09:30

📍 Stories

Run A Flash Sale

Had your eye on [product name] for a while? Well, today's your lucky day.

Yep, we're running a flash sale! 🎉🎉🎉

If all the benefits weren't enough to make the purchase, this price is too great a discount to pass up.

So, what are you waiting for? This sale won't last, so be sure to get in quick to snap up your product. [CTA to website].

Content Tip:

Use the countdown sticker on Instagram to build anticipation as you drive action to Stories.



Wed
22

🕒 12:00 - 14:00

📍 Static Post

Inspirational Quote

#QuoteOfTheDay #InspiringQuote #Successmotivation #MindsetMatters



Thu
23

Tour Of Your Workplace/Home Office

It's been a while since you've seen the office space and in that time, we've redecorated to create a space we feel inspired in!

Join us on a guided tour of our office as we take you behind the scenes where the magic happens. 💡🌟

What design features do you love most about the space? Let us know in the comments!

🕒 **Best time to post** 📍 **Reels**



#OfficeSpace
#OfficeDesign
#WorkSpaceDesign
#OfficeCulture



Sat
25

What We're Watching

Who doesn't love curling up on the couch to watch a great film or binge-worthy series? 📺

To keep you entertained this weekend, we're sharing our team's current watchlist.

Swipe through to see our favorites! Got a show you think we should watch? Share it in the comments below 🙌

Content Tip:

Create a Carousel for an Instagram Post that highlights your team's favorite TV series or movies for the month.

Fri
24

Spotlight A Past Business Event

We're still buzzing from the fun that was [insert business event].

[Describe event details and why it was memorable for the team].

While we're working hard at the office, we also know when to look back and celebrate our achievements. Enjoy this little throwback as we do just that! 🎬👉👈🔙

🕒 **14:00 - 16:00** 📍 **Carousel**

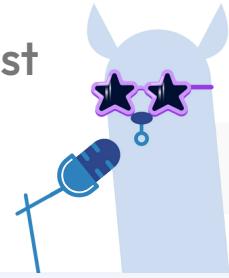


#ThrowbackEvent
#CompanyThrowback
#WorkHardPlayHard
#TeamBonding

Sun
26

🕒 Best time to post

📍 Stories



Introduce New Team Members

#TeamIntro #MeetTheTeam #GetToKnowUs #NewTeamMember



Mon
27

Memorial Day

This Memorial Day, we're remembering and honoring all those who gave their lives in service to our nation.

Their legacy is one that will always live on and we're forever grateful for their sacrifice. ❤️🌟

🕒 Best time to post

📍 Static Post



#MemorialDay
#RememberAndHonor
#Gratitude



Trending Reel

As soon as we saw this, we couldn't help but get involved!

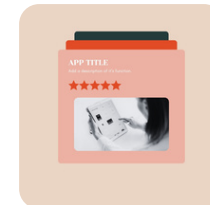
If you've seen this trend popping up on your explore page, you'll know you can't resist giving it a shot.

Naturally, we had to get the whole office involved! 😂

Tue
28

5 Apps You Use In Your Daily Life

#OrganizationTools #BusinessApps #TechTools #AppsForLife



Wed
29

Customer UGC



Fri
31

🕒 09:00 - 09:30

📍 TikTok

Content Tip:

Create a vlog-style TikTok showcasing your morning routine.

Share Your Morning Routine

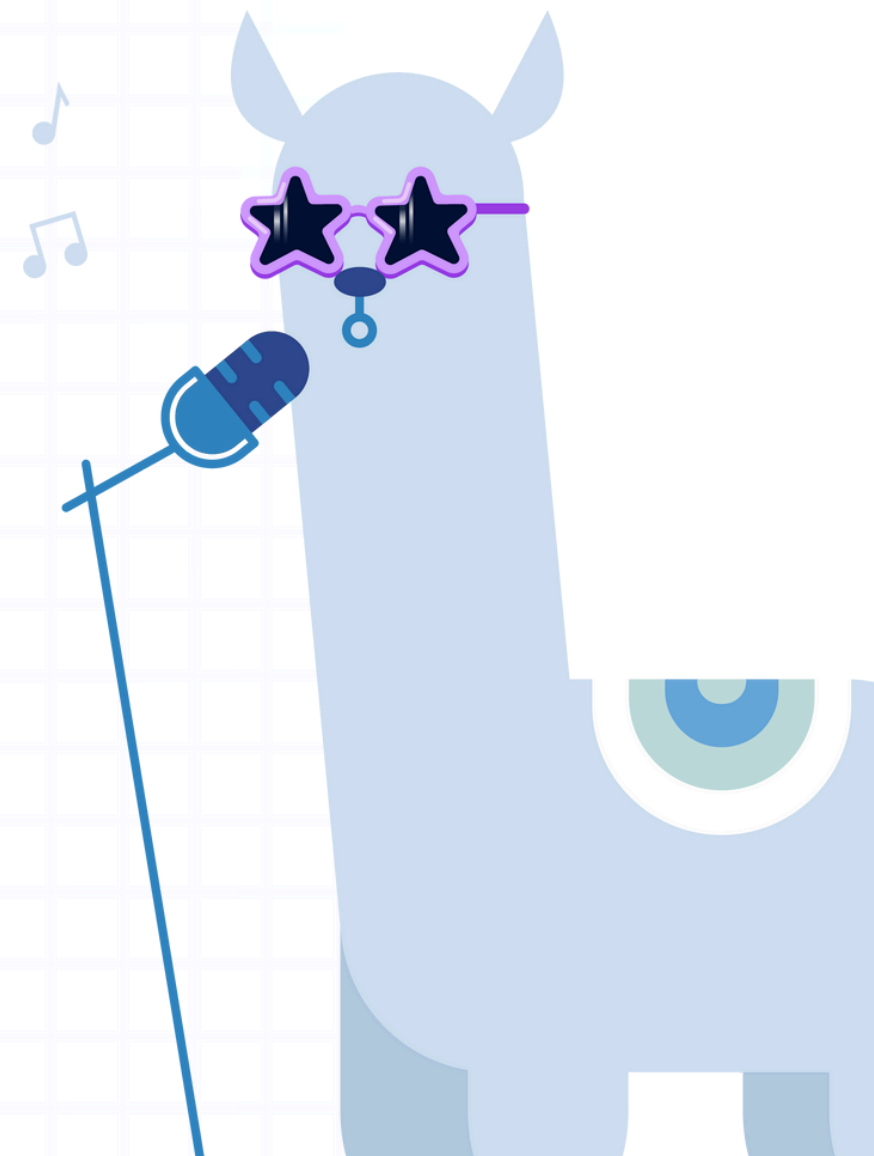
Friday is always a great day in the office, but today's extra special as we prepare for a busy month ahead.

It's taken some time, but my morning routine is one that helps me focus, feel refreshed, and motivated for a day of work!

Of course... it all starts with coffee. Hit play to follow along with me as I go about my day. 🌿❤️



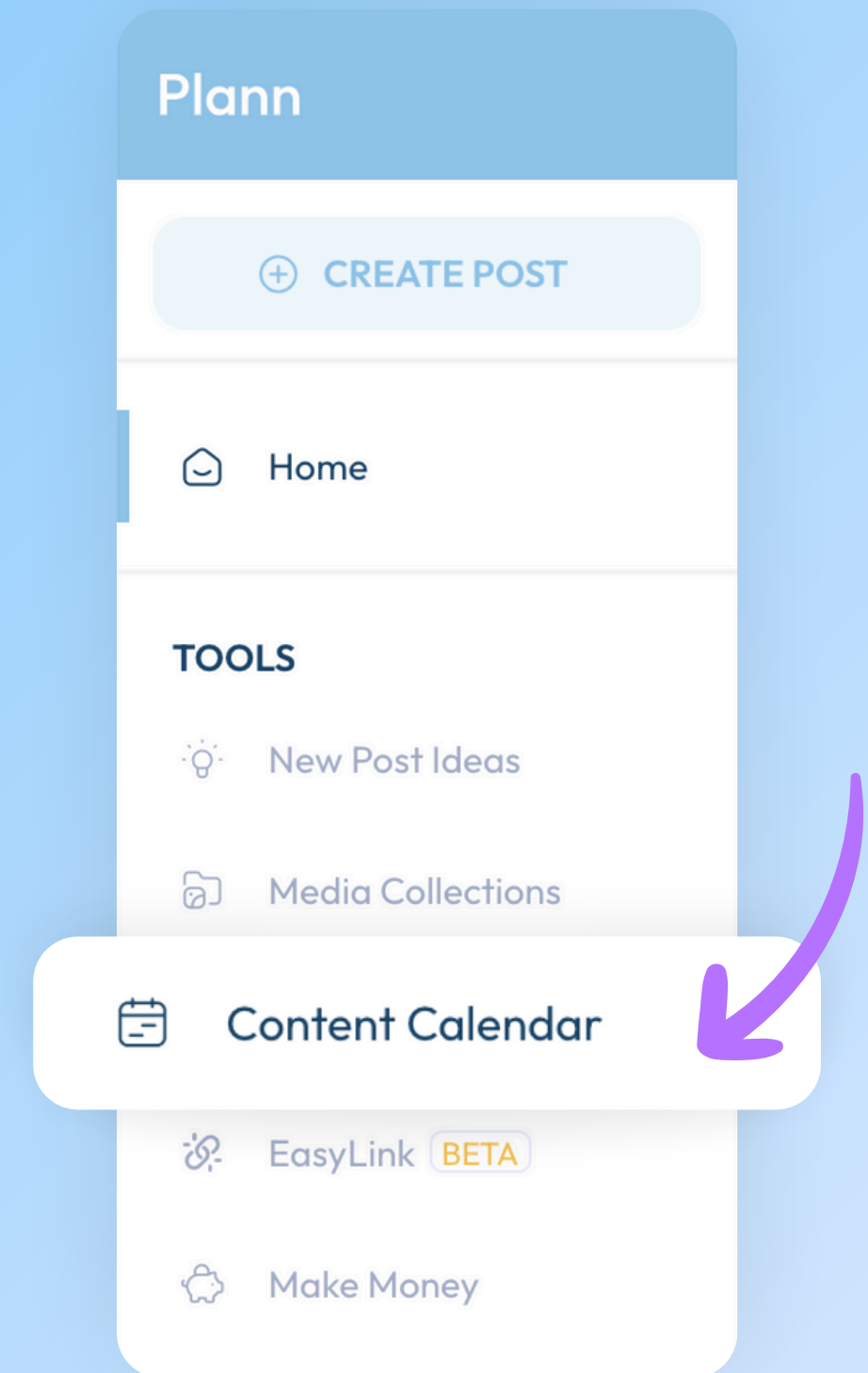
**Ready to
start Plann'ing?**



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