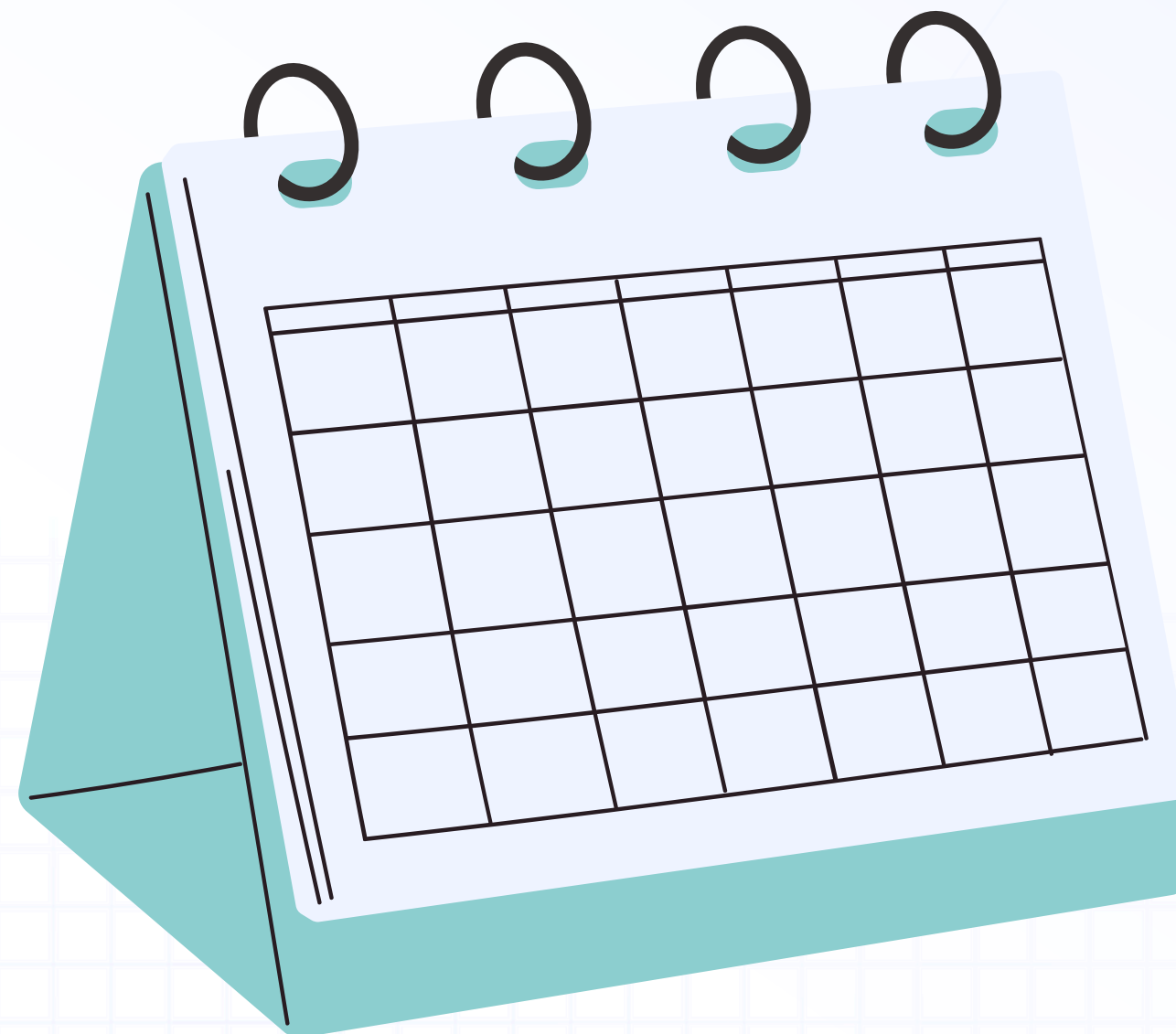


2024

Plann



July

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



July Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

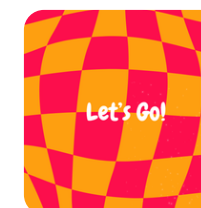
Mon
1

🕒 09:00 - 09:30

📍 Reels

July Goals

#NewMonth #JulyGoals #MonthlyGoals



Tue
2

🕒 09:00 - 09:30

📍 Reels

Your Founder's Morning Routine

Rise and shine! ☀️ Want to know our secrets for starting the day off on the right foot?

Our founder shares their morning routine that sets them up for a day of success!

[Share how they get ready for the day and the various activities in their morning routine].

Follow along and let's make today one full of productivity and positivity! 💪☀️

Content Tip:

Create an Instagram Reel taking viewers through your founder's morning routine.



Wed
3

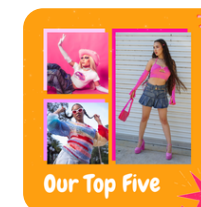
🕒 Best time to post

📍 Carousel

Top Productivity Apps



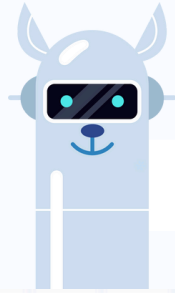
#OrganizationalTools
#BusinessApps
#TechTools



Thu
4

🕒 Best time to post

📍 Carousel



Independence Day

#IndependenceDay #July4th #FourthofJuly #IndependenceDay



MOCK
-TAILS

Fri
5



Dry July Mocktail Recipe

July's here and that means the start of Dry July, a time to feel good and make a difference.

If you still want the fun of a cocktail without the not-so-great hangover, you're in luck. This [mocktail name] is a tried and tested favorite.

Check out the recipe below so you can sip this refreshing beverage over Dry July. 🍹

Sat
6

Share an Industry Fact

Did you know that [insert industry fact]? 🌟

We're always learning here at [company name], and that means staying up-to-date with the latest trends and industry news.

When we know better, we do better. So here's a fun fact for you!

Let us know in the comments what you find most interesting about the [insert industry] industry.



#DidYouKnow
#IndustryFacts
#KnowledgesPower

Sun
7

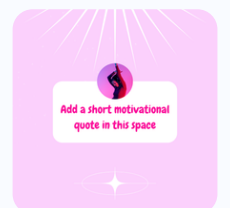
Product Design Challenge

#ProductDesigners #DesignContest #NewProductDesign #DesignChallenge



Mon
8

Motivational Monday Quote



Tue
9

Product Unboxing

If you're anything like our team, you love a delivery day so it was high vibes in the office when we got our hands on our latest product.

Check out the incredible [insert product range]. ✨

The best part? It's now available in-store and online via the link in our bio, so you can experience the joy of unboxing too.

🕒 12:00 - 14:00

📍 Reels



#ProductUnboxing
#Unboxing
#NewProductUnboxing

Thu
11

"Something short and sweet from a loyal / repeat customer"



Client Testimonial

Our clients are the backbone of [insert business name] and at the heart of all that we do and create 🥰

That's why we're so excited to share the incredible success our lovely client [name] has achieved with our products.

[Insert customer quote]

We love hearing feedback from you, so be sure to leave us a note in the comments or shoot us an email with your thoughts!

Wed
10

Host A Flash Sale

🔥 SALE ON NOW!!

We're celebrating [month] with a limited time only sale!

If you've been wanting to get your hands on [product], now is your chance! But be sure to get in quick, as this won't last long.

Follow the link in our bio to shop the sale 🛍️

🕒 Best time to post

📍 Static Post



#FlashSale
#JulySale
#GetInQuick
#LimitedTimeOnly

Fri
12

🕒 Best time to post

📍 LinkedIn Carousel

BTS Of Your Last Social Event

#CompanyEvent #BehindTheScenes #WorkHardPlayHarder #TeamworkMakesTheDreamWork



Host a live Q&A

Got a burning question you want to ask us? Now is your chance!

We're tackling all things [insert topic for Q&A session] and would love to hear from you.

Need more info or are curious to know more? Pop your questions into our question box or send a message during the live stream and we'll be sure to answer!

Tune in on [insert date] when we go live on Facebook for an AMA you don't want to miss!

Sun
14

Podcast Recommendation



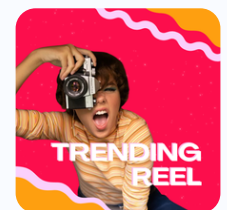
#PodcastRec
#PodcastOfTheWeek
#PodcastsOfInstagram



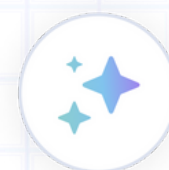
Mon
15

Jump on a Trending Reel

#TrendingReels #DancingQueens #BustAMove #ReelMagic



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

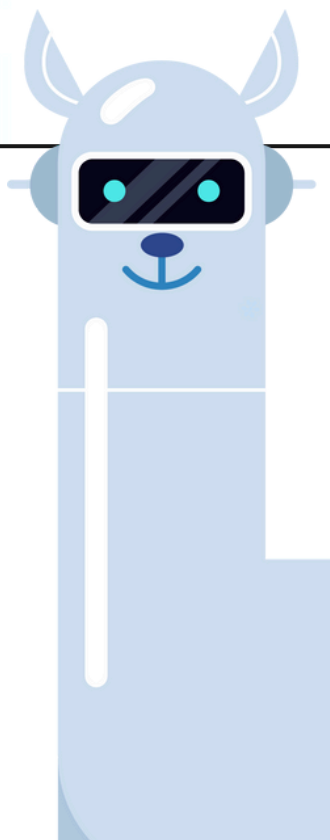


Your Ultimate Social Media Wingman, An AI Caption Generator!

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!→](#)





Team Member Spotlight

Team work makes the dream work, and we couldn't do it without [tag team member].

With their unwavering commitment and creativity, they are the heartbeat behind [company name] and are the ones who [list job responsibilities],

Join us in celebrating [team member] today and for all the hard work they put into our business. 🎉👛

#TeamSpotlight
#MeetTheTeam
#TeamAppreciation



Showcase a Recent Award

It's been a big month, and recently we received an award for [insert award title]

It means the world to get to do this work and celebrate our triumphant wins with you.

Here's to another month of kicking goals! 💖

#WorkAward
#WorkRecognition #HardWork



Social Media Influencer Takeover

Get ready for a day of action-packed fun as [tag influencer] takes over our socials! ✨

[Influencer name] will be taking you through her routine and how she makes [insert product/service] a part of her daily lifestyle.

Get ready for some entertaining fun!

🕒 09:00 - 09:30 📍 Stories



Plug Your Newsletter

We've always got news to share and the best way to stay up-to-date is with our newsletter!

Brimming with exciting updates, exclusive offers, and valuable tips on how best to use our products, it's sure to be a welcome addition to your inbox!

Follow the link and enjoy the perks of being in the loop 📧

#NewsletterSignUp
#MailingList
#VIPMailingList

Sat
20

What We're Watching

Looking for some recommendations for your evening's viewing pleasure?

This month, our team got into some great binge-worthy series and we're sharing our favorite picks with you! 📺

Swipe through to see our team's current watchlist and the shows we can't get enough of.

🕒 12:00 - 14:00

📍 Carousel



#WhatWereWatching
#StaffRecommendations
#TVShows

Sun
21

Customer UGC Spotlight

We always love seeing how you incorporate [insert product or service] into your daily life and these lovely customers are giving us all the inspo!

Want to be featured? Tag us and use [branded hashtag] for your chance to showcase your creativity on our feed!

🕒 12:00 - 14:00

📍 Carousel



#UGC
#CustomerLove
#CustomerAppreciation



Mon
22

🕒 09:00 - 09:30

📍 Reels

Tour Of Your Workplace or Office

#OfficeSpace #OfficeTour #WorkSpaceDesign



Tue
23

🕒 12:00 - 14:00

📍 Carousel

Top Business Tips

#BusinessTips #IndustryInsights #KnowledgeIsPower



Wed
24

🕒 09:00 - 09:30

📍 Stories

Summer Playlist

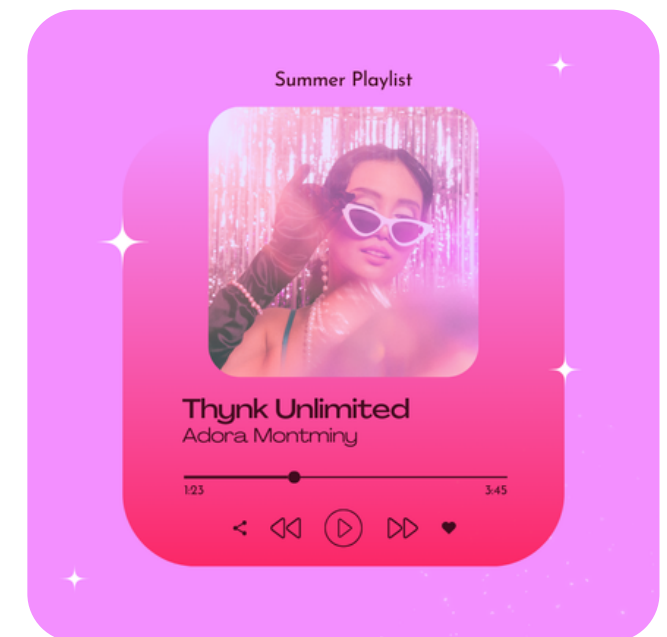
Whether you're travelling in Europe or staying put at home, we always love a good Summer playlist where you can leave the windows down and crank the volume!

We've curated the perfect mix of tunes that have that distinct summer feel. 🌞🎵

Content Tip:

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

Perfect for a road trip, beach getaway, or unwinding after work, be sure to give it a listen!



Thu
25

🕒 12:00 - 14:00

📍 Reels

Share A Montage Of Your OOTD

#OOTD #WorkFits #OutfitsOfTheWeek



Fri
26

Product Poll

It's hard choosing a favorite product here at [company name], as we love them all.

That's why we're putting the question to you with a 'this or that' poll.

Vote to let us know which product reigns supreme as the fan favorite!

🕒 Best time to post 📍 Stories



#ThisOrThat
#PollTime
#FavoriteProducts

Sat
27

Share Funny Memes

Sometimes you just need a good laugh, and we know you guys love when we share some gold old Twitter memes.

We can't stop laughing at these memes and feel confident you won't be able to, either!
😂

🕒 Best time to post 📍 Static Post



#FunnyTweets
#FunnyMemes
#RelatableMemes



Monthly Book Recommendations

Looking for your next literary escape?
We've got you covered!

Our team has compiled a list of our top monthly book recommendations that are sure to see you curl up and get lost in these captivating stories. 📖☀️

From bestsellers, to hidden gems and thrillers, we've got a book to suit every reader!

Swipe through to get our top picks for July, and be sure to leave your reading recommendations in the comments below!

Mon
29

🕒 Best time to post

📍 Stories

Host a Giveaway

#Giveaway #GiftingSeason #JulyGiveaway



Tease An Upcoming Collaboration

We've been working hard behind-the-scenes to bring you the ultimate collab and can't wait to share the news!

Though you'll have to wait a little while longer, we couldn't resist sharing a few BTS snaps.

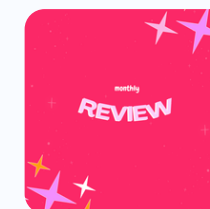
Stay tuned for more details and get ready for the launch. 🌟

Wed
31

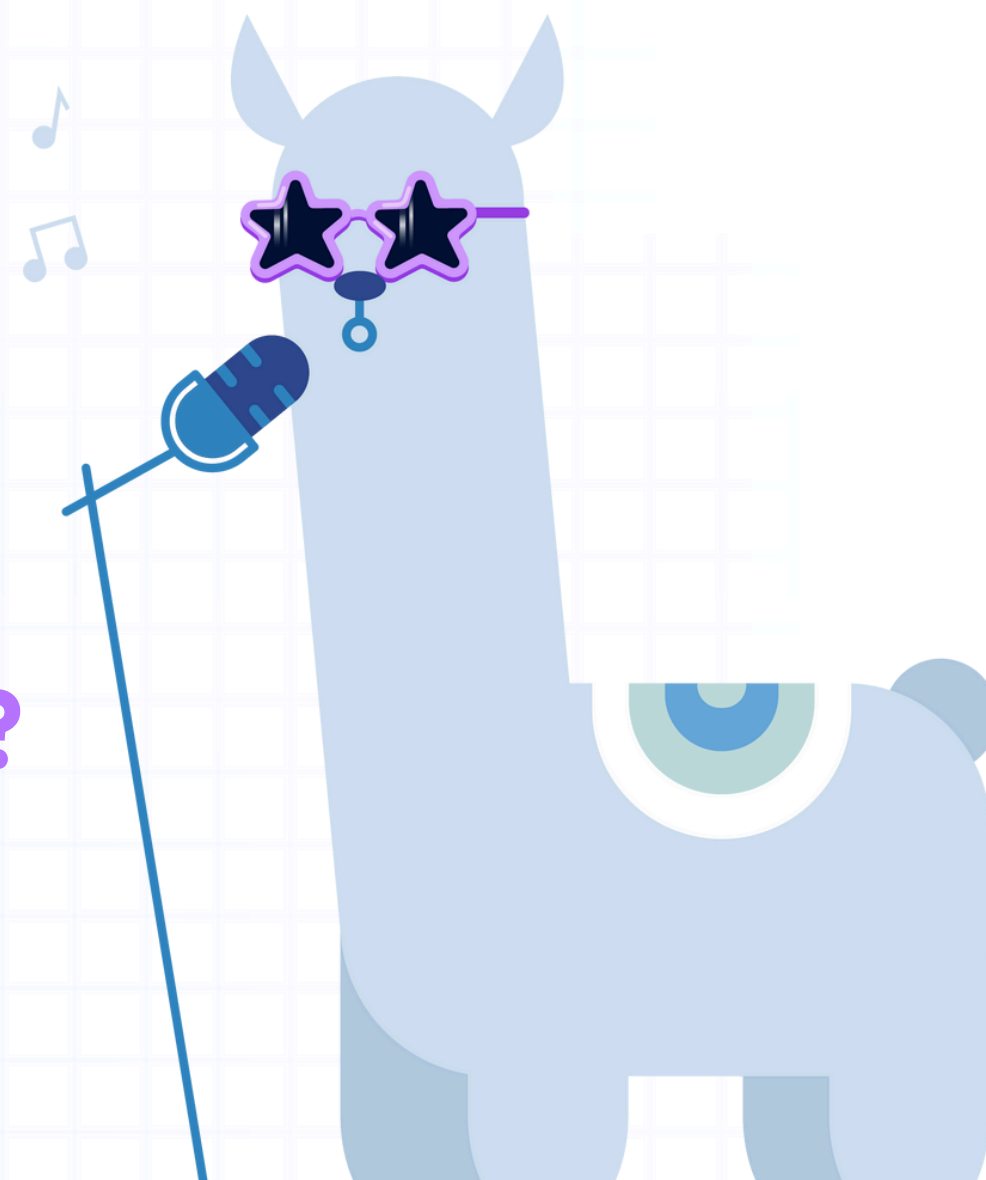
Monthly Reflections



#MonthlyGoals
#JulyReflections
#JulyAchievements
#JulyReset



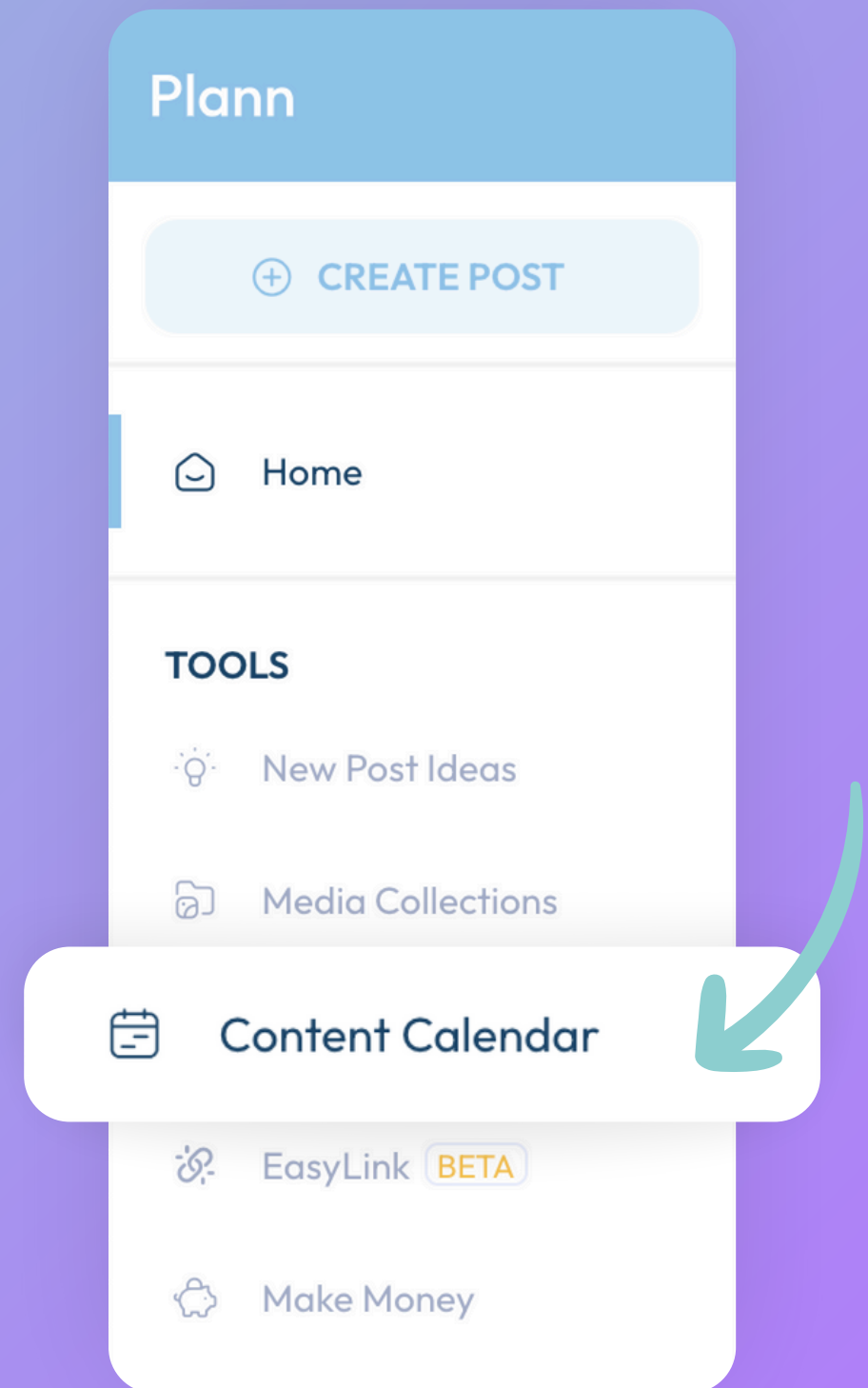
Ready to
start Plann'ing?



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

Done-For-You Caption Prompts

01 January: New Year's Day

Create Content For:



CHOOSE ROYALTY-FREE CONTENT:



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