

Plann by Linktree*

Feb 2025 Content Calendar

Ready to slay on socials in 2025?



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

17 February Content Calendar

Upcoming

Pending

Reccuring

Past

Cancelled

Sat
1

🕒 09:00 - 09:30

📍 Static Post

February Challenge



#FebruaryGoals
#FebruaryChallenge
#SelfImprovement
#GoalSetting



Sun
2

🕒 12:00 - 14:00

📍 TikTok

Brand Origin Story

Ever wondered how [brand] got its start? Sit down, friends – we’re about to tell you the whole story, right from the beginning. 📖

Content Tip:

Film a TikTok of your founder telling the brand’s origin story.

Does anything surprise you about how [brand] came to be? When did you join us on the journey?



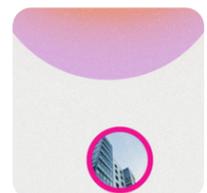
Mon
3

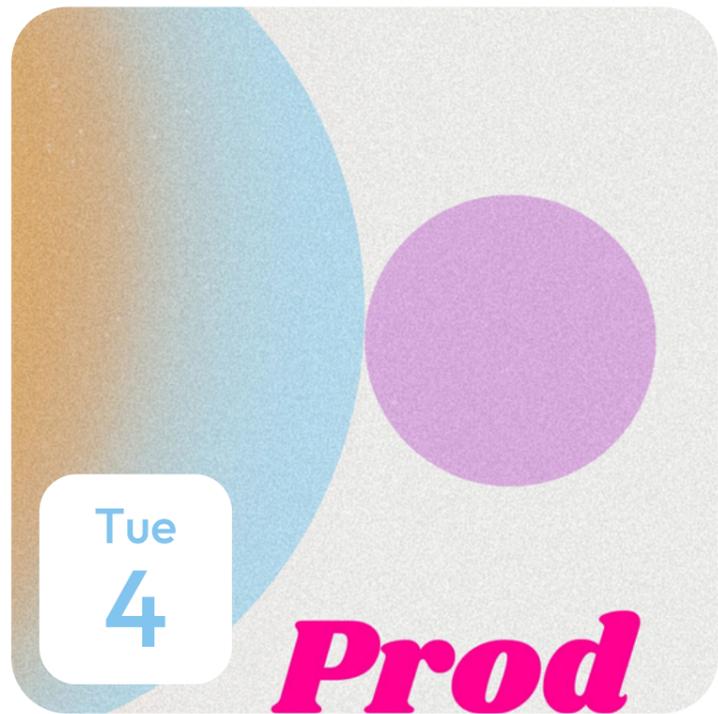
🕒 Best time to post

📍 Reel

Monday Meme Dump

#NewProductAlert #NewRelease #ProductLaunch #BehindTheScenes





Tue
4

Prod

Guess Our New Product

We're always cookin' up cool stuff here at [brand] HQ, and this soon-to-be-launched product is perhaps the most exciting of them all!

Thought we'd give you a bit of insight into this new must-have... except, we can't tell you TOO much! 🤔

Content Tip:

Video of you teasing a new drop with the product censored.

Wed
5

User Generated Tutorial

Learn how to use the [brand + product] in this nifty how-to from [user]! 🥰

We can't get enough of [user] and it's safe to say we have the [product] on regular rotation.

If you've used one of our products in a tutorial, be sure to tag us for your chance to be featured!

🕒 **Best time to post** 📍 **Stories**



#ProductTutorial
#UserGeneratedContent
#BrandAmbassador
#HowTo

Thu
6

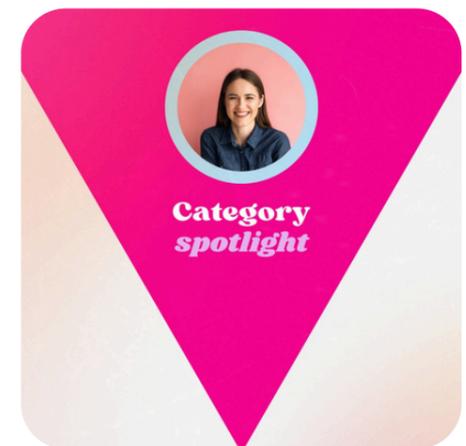
Category Spotlight

You guys continue to show up in droves for our [category] products, and we're obsessed with it. 😍

[1-2 lines about the specific category and any deals you've assigned to promote it.]

Shop now on our website to stock up on all your [category] must-haves!

🕒 **12:00 - 14:00** 📍 **Carousel**



#Bestseller
#ProductSpotlight
#ProductEssentials
#FlashSale



Fri
7

🕒 Best time to post
📍 Live

GRWM Brand Q&A

#QandA #BrandQandA #GetReadyWithMe #GRWM #BrandInterview



Sat
8

Three Product Variations

Spot the difference... or, let us tell you!



These three [brand] products may all seem similar, but they each serve a different purpose in your [niche] routine.

Here's what sets each one apart and how to make the most of them. Swipe!

Sun
9

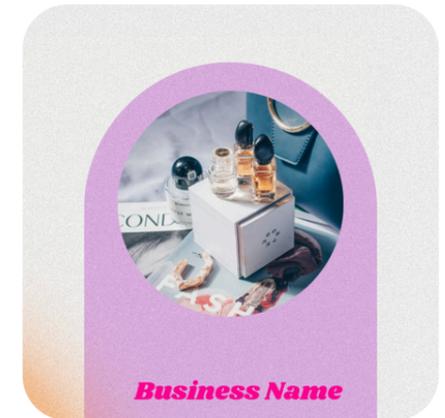
Black History Month Business Shoutout

It's Black History Month, so we're celebrating our Black community by spotlighting some of our go-to Black-owned businesses. ❤️❤️

If you have any other Black-owned brand recommendations, don't hesitate to give them a shoutout!

[Tag the businesses you've listed.]

🕒 Best time to post 📍 Stories

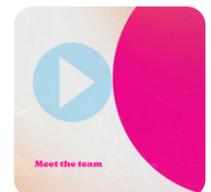


#BlackHistoryMonth
#BlackOwnedBusinesses
#SmallBusinessShoutout
#DiverseBrands

Mon
10

Fun Facts About Team Member

#GetToKnowUs #TeamSpotlight #FunFacts #MeetTheTeam



Tue
11

Valentine's Day Sale

#ValentinesDay #ValentinesDaySale #FlashSale #DiscountCod



Wed
12

🕒 09:00 - 09:30

📍 TikTok

Brand Video Bloopers

#BloopersReel #BehindTheScenes #GetToKnowUs #FunnyVideo



Thu
13

🕒 09:00 - 09:30

📍 Static Post

National Self-Love Day

#SelfLove #NationalSelfLoveDay #SelfCare #LoveYourself #PositiveVibes



Fri
14

🕒 09:00 - 09:30

📍 TikTok

Valentine's Day

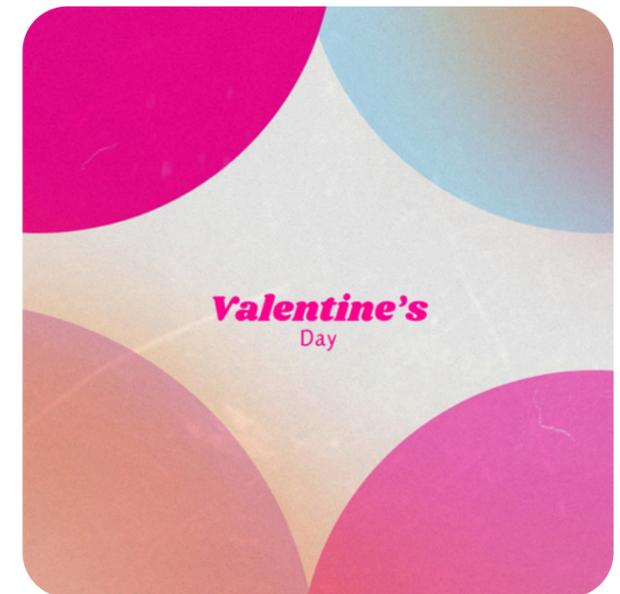
Break out the heart-shaped chocolates and the blooming bouquets, today is Valentine's Day!

Whether you're celebrating with a partner or your friends today, or simply taking the time to practice self-love, we wanted to send a bit extra your way. ✨

Psst... the best way to treat yourself this V Day? The [brand] Valentine's Day sale is still in full swing.

Content Tip:

Wish your followers a Happy Valentine's Day with a static tile across platforms.



Sat
15

🕒 12:00 - 14:00

📍 Live

Mid-Month Check-In

#FebruaryGoals #BrandChallenge #SelfImprovement #GoalSetting #Productivity



Sun
16

- 🕒 Best time to post
- 📍 Reels

Relatable Office Scenario

#OfficeThings #RelatableMeme #SmallBusinessLife #SmallBusinessOwner #OfficeBTS



Mon
17

Random Acts of Kindness Day

It's cool to be kind, and today's the day to show it! This Random Acts of Kindness Day, we challenged the [brand] team to be kind out in our community.

[Bullet points or sentences about the actions you/team members/the brand has taken to be extra kind.]

What are you doing to share your kindness with the world this Random Acts of Kindness Day?

Tue
18

Problem-Solving Product



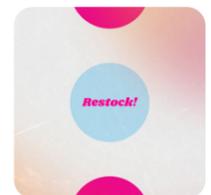
#ProblemSolver
#ProductShowcase
#ProductSpotlight
#HowTo #BrandTutorial



Wed
19

Product Restock

#ProductRestock #MustHave #Restocked #BackOnline #Bestseller



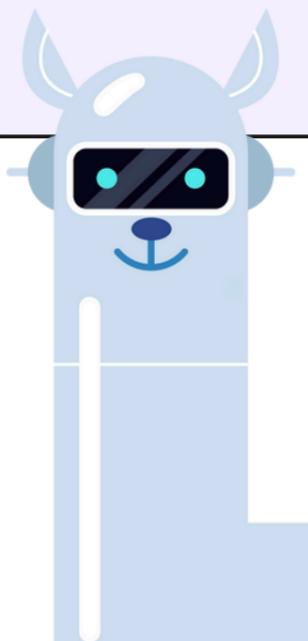
Hmmm... It looks like you're missing a few captions!

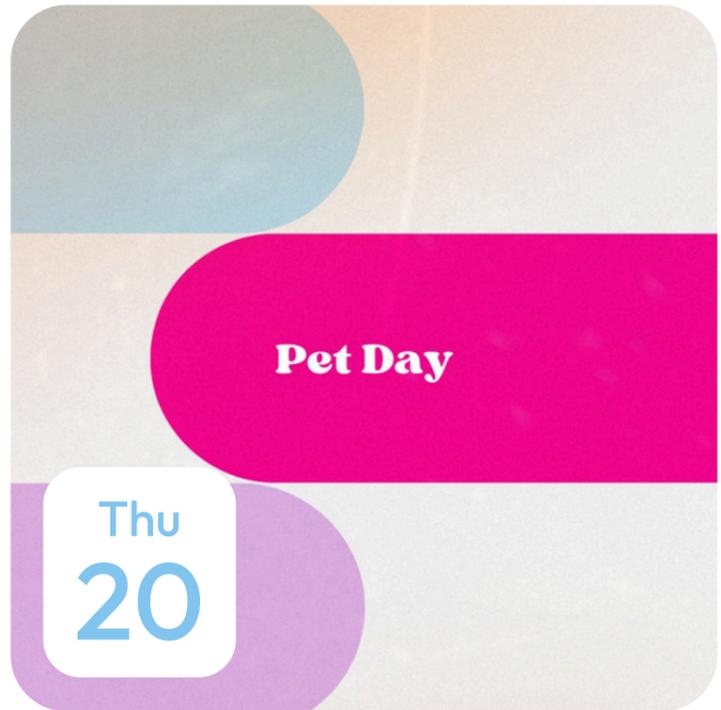
Your Ultimate Social Media Wingman, An AI Caption Generator!

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!→](#)



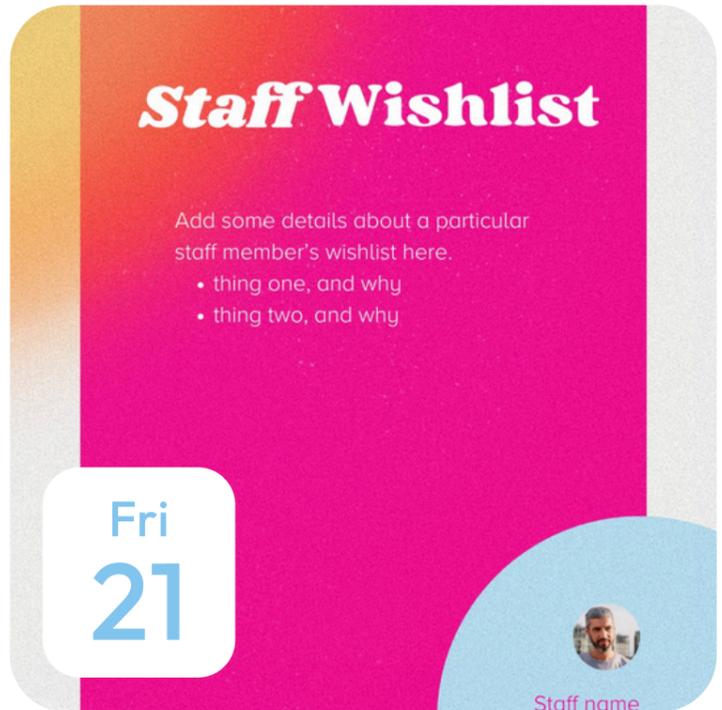


National Love Your Pet Day

It's National Love Your Pet Day, and you don't need to tell the [brand] family twice! 🐱🐶

You've been asking for more pet pictures, so to commemorate what's arguably the best holiday of the year, here you go. Swipe for lots of mischief and cuteness!

#NationalLoveYourPetDay
 #LoveYourPetDay #PetLove
 #PetsofInstagram #FurryFriends



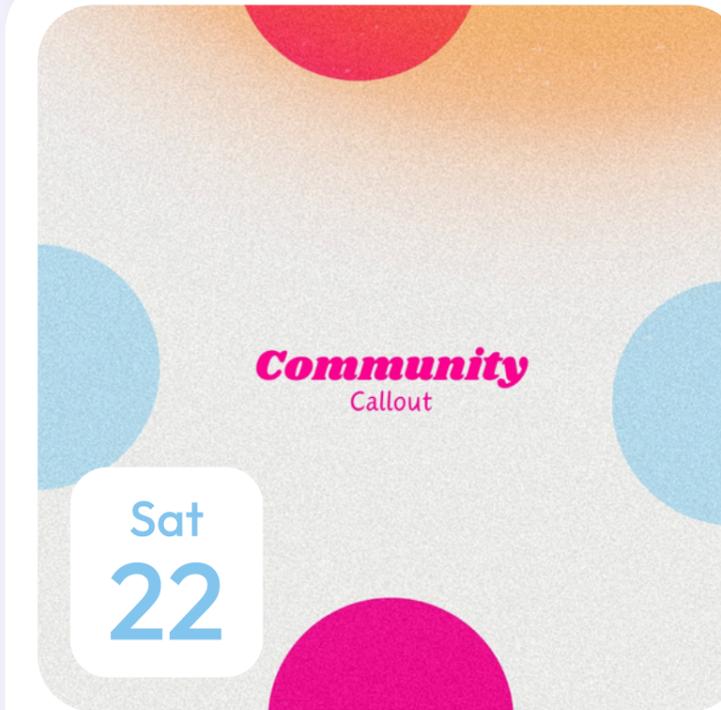
Staff Wishlists

I see it, I like it, I want it, I got it. 🛒

See what's on the [brand] team's product wishlists this month, from beauty to home decor to books and so much more!

If you've ever wondered what we do with our [brand] paychecks... well, this might give you an idea. 😂

#FebruaryWishlist #ProductWishlist
 #WantToBuy #FavoriteProducts
 #Wishlist



Community Callouts

[Brand] community, we see you!

As [team member/s] pack a couple of orders, we thought we'd turn the spotlight onto YOU, our customers, and show everyone what you're buying right now.

Consider it inspo for your next [brand] haul! 🛍️

#CustomerLoyalty #BrandCommunity
 #BrandAmbassadors
 #CustomerShoutout

Sun
23

🕒 09:00 - 09:30

📍 Static Post

Upcoming Events

#CommunityEvents #WhatsOn #BrandEvents #EventCountdown



Mon
24

🕒 12:00 - 14:00

📍 Carousel

UGC Pinterest Board

#PinterestBoard #CustomerUGC #CommunityLove #ProductShowcase



Tue
25

🕒 09:00 - 09:30

📍 TikTok

Most Likely To

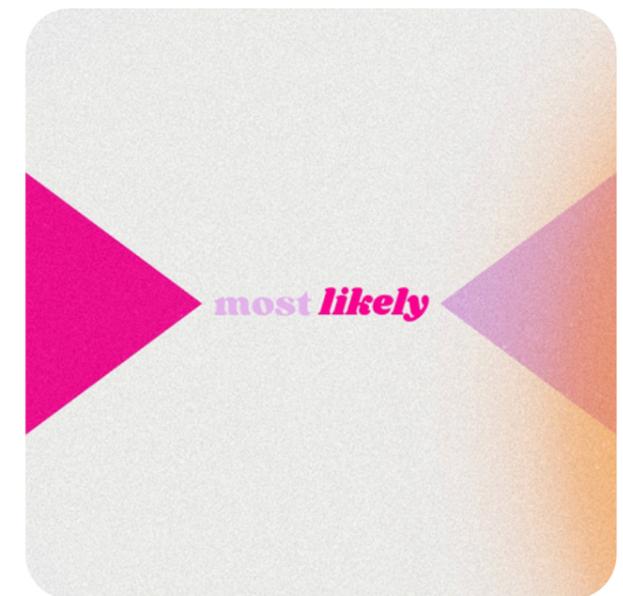
Who's the most likely to... show up to work late? Be the creative genius behind our next campaign? Admit they secretly use one of our competitors' products?

We asked, so now all you've gotta do is watch and find out!

Take your bets in the comments before you hit 'play!' 🎲

Content Tip:

Create a 'most likely to' trend interviews video with your staff members



Wed
26

🕒 12:00 - 14:00

📍 Reels

Saveable Quotes

#InspirationalQuotes #Inspiring #MotivationalQuotes #WednesdayWisdom



Thu
27

🕒 Best time to post

📍 Carousel



Monthly UGC Collection

#UserGeneratedContent #UGC #PhotoDump #FebruaryRecap #CustomerLove



Fri
28

February Challenge Wrap-Up

It's the last day of February, which means our February [brand] challenge is coming to a close! How did everyone go? ✨

Here are some progress updates from the team. Safe to say, we're super proud of everyone for smashing their goals this Feb!

We wonder what March will have in store! 🙄🥰

🕒 Best time to post

📍 Reel



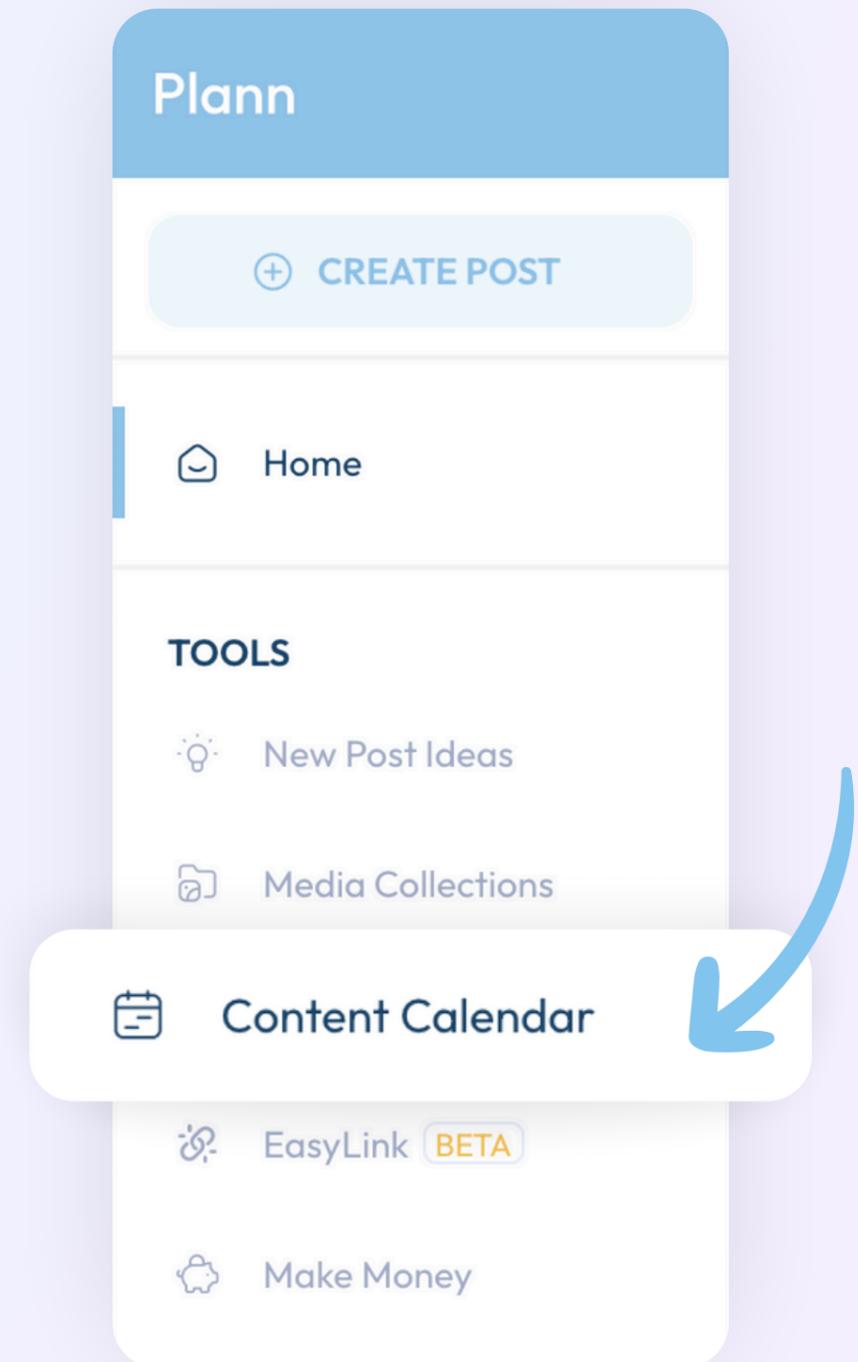
#FebruaryGoals
#FebruaryChallenge
#SelfImprovement
#GoalSetting



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