



30-Day Social Calendar

Kickstart Consistent, High-Impact Social Posting

This 30-day calendar helps brands maintain consistency, creativity, and measurable outcomes across Meta, LinkedIn, and YouTube. Each day focuses on a proven post type or engagement tactic. Use with GA4 and UTM tracking for accurate ROI.

Weekly Focus Themes:

- Week 1 – Brand & Awareness: introduce brand, team, and mission.
- Week 2 – Engagement & Value: share behind-the-scenes, polls, and quick tips.
- Week 3 – Trust & Proof: highlight testimonials, reviews, and user stories.
- Week 4 – Conversions & Retention: offers, FAQs, how-to guides, and service showcases.

Sample Daily Plan (Flexible by Platform):

- Day 1 – Welcome post + intro video.
- Day 2 – Behind-the-scenes photo with caption about values.
- Day 3 – Client testimonial carousel (include #trust).
- Day 4 – Educational reel with 3 quick tips.
- Day 5 – Team feature: spotlight on a colleague.
- Day 6 – Weekend story poll: yes/no question.
- Day 7 – Value post: link to helpful blog/resource.
- Day 8 – Mini case study: result snapshot (before/after).
- Day 9 – Carousel on common myths in your niche.
- Day 10 – Post a short video with a CTA to learn more.
- Day 11 – Share an infographic or stat with a short caption.
- Day 12 – Run a mini quiz (carousel or story).
- Day 13 – Post about social responsibility or culture.
- Day 14 – Share a customer-generated photo or review.
- Day 15 – Mid-month recap: top posts, top comments.

- Day 16 – Share a behind-the-scenes planning snapshot.
- Day 17 – Live Q&A; or AMA (post teaser ahead).
- Day 18 – Collab post with creator/partner.
- Day 19 – Service highlight with clear CTA.
- Day 20 – Educational micro-video (60s).
- Day 21 – Tip carousel (5 slides).
- Day 22 – Share a quote + photo background.
- Day 23 – Repost an industry insight or trend.
- Day 24 – Post survey link or feedback form.
- Day 25 – Share a milestone or celebration.
- Day 26 – Before/after story (visual proof).
- Day 27 – Post a discount/offer with expiry.
- Day 28 – Share an appreciation post (clients/team).
- Day 29 – Ask followers a direct question.
- Day 30 – Monthly wrap-up: best content, next month teaser.

UTM Tracking Template:

Example: /contact/?utm_source=facebook&utm_medium=social&utm_campaign=smm_calendar&utm_content=reel_hook

Weekly Review Checklist:

- ■ Track reach, engagement rate, and CTR.
- ■ Identify top-performing content formats.
- ■ Rotate creatives every 14 days to avoid fatigue.
- ■ Update captions with new hooks if performance drops.
- ■ Align insights with next week's content calendar.