

2023

MONTHLY PLANNER

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MONTH:

MONTHLY FOCUS

PAID SOCIALS

NOTES

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

2023

CONTENT GUIDE

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TRENDING & TOPICAL POST IDEAS

- Jan 4th: #NationalTriviaDay
- Blue Monday: Third Monday of January
- Feb 17th: #RandomActsOfKindnessDay
- Mar 3rd: #WorldWildlifeDay
- Mar 8th: #InternationalWomensDay
- Apr 22nd: Earth Day
- Apr 23rd: #WorldBookDay
- May 12th: International Nurses Day
- Jun 21st: World Music Day & #Nationalselfieday
- Jul 3rd: Plastic Bag Free Day
- Jul 7th: #Worldchocolateday
- Aug 8th: #InternationalCatDay
- Aug 26th: #NationalDogDay
- Sep 30th: #InternationalPodcastDay
- Oct 1st: #InternationalCoffeeDay
- Oct 10th: #WorldMentalHeathDay
- Nov 9th: Social Media Kindness Day
- Nov 13th: World Kindness Day #WKD
- Nov 13th: Small Business Saturday #smallbusiness
- Dec 4th: National Cookie Day

MONTHLY FOCUS IDEAS

- Jan: Update your website, add new information and fix the flaws.
- Feb: Make at least one form of video content showcasing your stuff.
- Mar: Create at least one form of sharable or saveable content for Instagram & Meta.
- Apr: Reach out to an influencer and arrange a collaboration.
- May: Share some behind the scenes images or videos of your office culture.
- Jun: Set up a giveaway, run it all month long & track your growth.
- Jul: Jump on at least one social trend & promote your post or video.
- Aug: Write a blog which offers free advice regarding your product or service.
- Sep: Take just one thing off your to-do-list and outsource it to a digital professional.
- Oct: Send out lots of review links so you can share feedback on socials.
- Nov: Download and set up WhatsApp for Business if you haven't already.
- Dec: Set up a loss leader for the festive period to attract more customers.