



2020 CONTENT CALENDAR

IN PARTNERSHIP WITH THE MAW NETWORK

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USE THIS STRATEGIC POST PROMPT CALENDAR TO ESTABLISH YOUR BRAND PRESENCE ONLINE AND GET YOUR SOCIAL CHANNELS MOVING.

WHEN WE POST ALL OF OUR CONTENT IN REAL TIME WE ARE OFTEN UNDER PRESSURE & TIME CONSTRAINTS TO GET SOMETHING UP, THAT THERE IS LITTLE TO NO STRATEGY BEHIND IT. SCHEDULING A BACKBONE OF CONTENT 1-2 WEEKS IN ADVANCE IS ADVISED AND THEN WE CAN ADD IN LIVE NEWS/ OFFERS/ OR ANYTHING WE WANT IN REAL TIME.

THE STRATEGY BEHIND THE CALENDAR IS TO CREATE & REPURPOSE OUR CONTENT TO HIT DIFFERENT CONSUMER TRIGGERS. WE CONSUME OVER 100,000 WORDS ONLINE EACH DAY SO DON'T BE AFRAID TO REPEAT YOURSELF AND THEN REPEAT YOURSELF AGAIN! YOU WILL BE SURPRISED HOW LITTLE EVEN YOUR MOST EAGER FOLLOWERS ACTUALLY KNOW OR REMEMBER ABOUT YOUR BUSINESS.

BEST PRACTICE IS TO USE A MIXTURE OF VIDEO & STILL IMAGE CONTENT.

YOU CAN UTILISE DAYS OF THE YEAR (<https://www.daysoftheyear.com/>) BUT BARE IN MIND SOCIAL MEDIA HAS BECOME SATURATED WITH THESE AS A CONTENT FILLER AND THEY SHOULD ONLY BE USED WHEN THEY ARE RELEVANT TO YOUR FOLLOWERS/ INDUSTRY AND WHEN YOU CAN CREATE INTERESTING AND AUTHENTIC CONVERSATION AROUND THEM.

GET IN TOUCH FOR A 1-1 SESSION STEF@STEFANYWATSONBRANDSERVICING.CO.UK

SUN	MON	TUE	WED	THU	FRI	SAT
			1 WHAT ARE YOUR INTENTIONS FOR THIS DECADE	2 DISCUSS EVERYONE BEING BACK TO WORK	3 PERSONAL - SHARE SOMETHING ABOUT YOURSELF	4 ANY OFFERS TO GET RID OF CHRISTMAS STOCK/ NEW PACKAGES
5 SHARE A TESTIMONIAL FROM A CHRISTMAS PURCHASE	6 FAVOURITE THINGS - WHAT WAS YOUR BEST SELLING PRODUCT/ SERVICE LAST YEAR?	7 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	8 SNEAK PEEK - WHAT ARE YOU WORKING ON BEHIND THE SCENES	9 USE - SHARE A SPECIFIC USE OF YOUR PRODUCT OR SERVICE	10 WELLNESS - HIGHLIGHT THE WELLNESS FACTOR IN YOUR PRODUCT/ SERVICE	11 LOCAL - RECOMMEND SOMEWHERE LOCAL FOR YOUR FOLLOWERS TO GO
12 PROBLEM - WHAT PROBLEM ARE YOU SOLVING FOR YOUR CUSTOMERS?	13 EXPERIENCE - SHARE SOMETHING FROM YOUR PROFESSIONAL HISTORY	14 DISTINCTION - WHAT MAKES YOU DIFFERENT FROM THE COMPETITION	15 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE	16 EXPERT - SHARE A TOP TIP ON YOUR INDUSTRY	17 1 MONTH TO VALENTINES DAY GET YOUR OFFERS READY	18 DESIRES - WHAT DESIRES DOES YOUR IDEAL CUSTOMER HAVE?
19 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	20 WELLNESS - PROMOTE YOUR PRODUCT/ SERVICE FROM A WELLNESS PERSPECTIVE	21 USE - SHOW 3 WAYS TO USE YOUR PRODUCT/ SERVICE	22 THROWBACK - SHARE SOMETHING FROM THE PAST E.G THIS TIME LAST YEAR	23 SALES PROCESS - DEMONSTRATE A SECTION OF YOUR SALES PROCESS	24 FAVOURITE THINGS - DO YOU LOVE SOMETHING EVERY ONE ELSE HATES TO DO?	25 SHOP LOCAL - SMALL BUSINESS SATURDAY - RECOMMEND LOCAL BUSINESS
26 SHARE THE LOVE - PRAISE SOMEONE ELSE IN YOUR INDUSTRY	27 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	28 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	29 TRAVEL - WHERE ARE YOU/ YOUR PRODUCT OFF TO THIS WEEK	30 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	31 2 WEEKS TO VALENTINES DAY - GIVE YOUR FOLLOWERS A HEAD UP	

SUN	MON	TUE	WED	THU	FRI	SAT
						1 TRENDING - IS SOMETHING TRENDING IN THE NEWS OR YOUR INDUSTRY?
2 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	3 CASE STUDY - HIGHLIGHT A RECENT HAPPY CUSTOMER EXPERIENCE	4 SHARE YOUR VALENTINES GIFT IDEAS	5 EXPERT - SHARE A TUTORIAL	6 WELLNESS - HIGHLIGHT THE WELLNESS SIDE OF YOUR PRODUCT/ SERVICE	7 FAVOURITE THINGS - WHAT WAS YOUR BEST SELLING PRODUCT/ SERVICE LAST YEAR?	8 SHOP LOCAL - SMALL BUSINESS SATURDAY - RECOMMEND LOCAL BUSINESS
9 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	10 MONDAY MOTIVATION - WHAT GETS YOU MOTIVATED? SHARE IT	11 PROMOTE - YOUR VALENTINES OFFERS/ GIFT OPTIONS	12 EXPERT - SHARE A TOP TIP IN YOUR INDUSTRY	13 QUESTIONS - ANSWER A FREQUENTLY ASKED QUESTION	14 VALENTINES DAY	15 SALES PROCESS - EXPLAIN HOW IT WORKS
16 QUESTION - ASK YOUR FOLLOWERS AN ENGAGING QUESTION	17 TRAVEL - WHERE ARE YOU/ YOUR PRODUCT OFF TO THIS WEEK	18 WELLNESS - PROMOTE YOUR PRODUCT/ SERVICE FROM A WELLNESS PERSPECTIVE	19 DISTINCTION - HAVE YOU WON ANY AWARDS/ DONE ANY TRAINING?	20 SALES PROCESS - DEMONSTRATE A SECTION OF YOUR SALES PROCESS	21 STATE THAT SOMETHING WILL BE BACK IN STOCK NEXT WEEK	22 SHOP LOCAL - SMALL BUSINESS SATURDAY - RECOMMEND LOCAL BUSINESS
23 PERSONAL - WHAT ARE YOU DOING WITH YOUR SUNDAY?	24 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	25 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	26 FAVOURITE THINGS - PICK YOUR FAVOURITE PRODUCT/ SERVICE OF THE MONTH	27 OCCASSIONAL - IS THIS A GOOD TIME OF THE YEAR FOR A CERTAIN PRODUCT/ SERVICE?	28 DESIRES - HIGHLIGHT A DESIRE THAT YOUR IDEAL CUSTOMER WOULD HAVE	29 SHARE THE LOVE - THANK SOMEONE THAT HAS HELPED YOU THIS MONTH



SUN	MON	TUE	WED	THU	FRI	SAT
1 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE	2 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	3 SNEAK PEEK - WHAT ARE YOU WORKING ON BEHIND THE SCENES	4 PROBLEM - WHAT PROBLEM ARE YOU SOLVING?	5 QUESTION - ASK YOUR FOLLOWERS AN ENGAGING QUESTION	6 EXPERIENCE - SHARE SOMETHING FROM A PREVIOUS JOB	7 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS
8 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	9 MONDAY MOTIVATION - CAN YOU HELP SOLVE A MONDAY PROBLEM?	10 WELLNESS - HIGHLIGHT THE WELLNESS SIDE OF YOUR PRODUCT/ SERVICE	11 FAVOURITE THINGS - LIST 3 PRODUCTS IN A CERTAIN RANGE	12 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	13 SHARE THE LOVE - REWARD A CUSTOMER WITH A SPOT PRIZE	14 PERSONAL - WHAT ARE YOUR WEEKEND PLANS?
15 WISH ALL OF YOUR FOLLOWERS A HAPPY EASTER - UPDATE OF OFFERS ENDING	16 WELLNESS - PROMOTE YOUR PRODUCT OR SERVICE FROM A WELLNESS PERSPECTIVE	17 WISH YOUR FOLLOWERS A HAPPY ST PATRICKS DAY	18 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE	19 EXPERT - SHARE A TOP TIP ON YOUR INDUSTRY	20 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	21 LOCAL - ANY LOCAL EVENTS/ VENUES YOUR FOLLOWERS SHOULD VISIT
22 1 MONTH TO EASTER - GIVE YOUR FOLLOWERS A HEADS UP	23 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	24 DESIRES - HIGHLIGHT A DESIRE THAT YOUR IDEAL CUSTOMER WOULD HAVE	25 TRENDING - COMMENT ON SOMETHING THATS TRENDING IN YOUR INDUSTRY	26 SHARE THE LOVE - RECOMMEND SOMEWHERE THATS NICE FOR A GETAWAY	26 TRAVEL - WHERE HAVE YOU OR YOUR PRODUCT BEEN THIS WEEK?	27 SHOP LOCAL - SMALL BUSINESS SATURDAY - RECOMMEND LOCAL BUSINESS
28 SUNDAY INTENTIONS - WHAT HAVE YOU GOT GOING ON NEXT WEEK	29 USE - DEMONSTRATE THE 3 MOST POPULAR USES OF YOUR PRODUCT/ SERVICE	30 WELLNESS - PROMOTE YOUR PRODUCT/ SERVICE FROM A WELLNESS PERSPECTIVE				



SUN	MON	TUE	WED	THU	FRI	SAT
			1 OCCASSIONAL - PROMOTE YOUR EASTER OFFERS	2 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	3 TRAVEL - WHERE ARE YOU/ YOUR PRODUCT OFF TO THIS WEEK	4 EXPERT - SHARE A TOP TIP ON YOUR INDUSTRY
5 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	6 PERSONAL - SHARE SOMETHING ABOUT YOURSELF	7 SHARE THE LOVE - THANK A RECENT CUSTOMER FOR THEIR PURCHASE/ REVIEW	8 SNEAK PEEK - WHAT ARE YOU WORKING ON BEHIND THE SCENES	9 USE - SHARE A SPECIFIC USE OF YOUR PRODUCT OR SERVICE	10 GOOD FRI - SHARE YOUR EASTER PLANS/ OPENING HOURS	11 PERSONAL - WHAT DO YOU ENJOY MOST ABOUT EASTER?
12 WISH ALL OF YOUR FOLLOWERS A HAPPY EASTER - UPDATE OF OFFERS ENDING	13 WELLNESS - PROMOTE YOUR PRODUCT OR SERVICE FROM A WELLNESS PERSPECTIVE	14 EXPERIENCE - SHARE A SNIPPET FROM YOUR PROFESSIONAL HISTORY	15 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE	16 EXPERT - SHARE A TOP TIP ON YOUR INDUSTRY	17 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	18 LOCAL - ANY LOCAL EVENTS/ VENUES YOUR FOLLOWERS SHOULD VISIT
19 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	20 WELLNESS - PROMOTE YOUR PRODUCT/ SERVICE FROM A WELLNESS PERSPECTIVE	21 DESIRES - HIGHLIGHT A DESIRE THAT YOUR IDEAL CUSTOMER WOULD HAVE	22 THROWBACK - SHARE SOMETHING FROM THE PAST E.G THIS TIME LAST YEAR	23 SALES PROCESS - DEMONSTRATE A SECTION OF YOUR SALES PROCESS	24 USE - DEMONSTRATE THE 3 MOST POPULAR USES OF YOUR PRODUCT/ SERVICE	25 SHOP LOCAL - SMALL BUSINESS SATURDAY - RECOMMEND LOCAL BUSINESS
26 SUNDAY INTENTIONS - WHAT HAVE YOU GOT GOING ON NEXT WEEK	27 OCCASSIONAL - COMMENT ON THE WEATHER	28 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	29 TRENDING - IS SOMETHING TRENDING IN THE NEWS OR YOUR INDUSTRY?	30 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY		



SUN	MON	TUE	WED	THU	FRI	SAT
31 1 MONTH TO FATHERS DAY - GIVE YOUR FOLLOWERS A HEADS UP					1 SALES PROCESS - DEMONSTRATE YOUR SALES PROCESS	2 FAVOURITE THINGS- HIGHLIGHT A FAVOURITE CUSTOMER PICK
3 SNEAK PEEK - SHOWCASE YOUR PREMISES	4 PERSONAL - SHARE SOMETHING ABOUT YOURSELF	5 SHARE THE LOVE - THANK A RECENT CUSTOMER FOR THEIR PURCHASE/ REVIEW	6 ASK A QUESTION TO ENGAGE YOUR FOLLOWERS	7 LOCAL - ANYTHING HAPPENING IN YOUR AREA/ GOOD TO EAT?	8 MAY DAY BANK HOLIDAY - ARE YOU OPEN OR CLOSED?	9 OCCASIONAL - IS THIS A GOOD TIME OF THE YEAR FOR YOUR PRODUCT/ SERVICE?
10 SALES - STATE THAT YOU HAVE SOLD OUT OF SOMETHING THAT WILL BE RESTOCKED THIS WEEK	11 SALES PROCESS - DEMONSTRATE YOUR SALES PROCESS	12 EXPERIENCE - SHARE A SNIPPET FROM YOUR PROFESSIONAL HISTORY	13 FAVOURITE THINGS - YOUR TOP 3 IN A PRODUCT RANGE	14 EXPERT - SHARE A TOP TIP ON YOUR INDUSTRY	15 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	16 PERSONAL - SHARE A FUN FACT ABOUT YOURSELF
17 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	18 CASE STUDY - HIGHLIGHT A RECENT HAPPY CUSTOMER EXPERIENCE	19 TRAVEL - WHO HAVE YOU SEEN THIS WEEK/ WHERE CAN YOUR PRODUCT BE FOUND?	20 WELLNESS - PROMOTE YOUR PRODUCT/ SERVICE FROM A WELLNESS PERSPECTIVE	21 SALES PROCESS - DEMONSTRATE A SECTION OF YOUR SALES PROCESS	22 EXPERT - SHARE AN INDUSTRY TIP	23 PROBLEMS - WHAT PROBLEM DOES YOUR PRODUCT/ SERVICE SOLVE?
24 PERSONAL - WHAT DID YOU GET UP TO THIS WEEKEND?	25 PROMOTE - RUN A SPECIAL COMPETITION	26 DISTINCTION - HAVE YOU WON ANY AWARDS/ PAID FOR TRAINING/ CERTIFICATIONS?	27 TRENDING - IS SOMETHING TRENDING IN THE NEWS OR YOUR INDUSTRY?	28 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	29 REMIND PEOPLE ABOUT YOUR COMPETITION	30 WELLNESS - PROMOTE THE WELLNESS THAT COMES WITH YOUR PRODUCT/ SERVICE

SUN	MON	TUE	WED	THU	FRI	SAT
	1 SALES PROCESS - IS THERE A CONSULTATION PROCESS INVOLVED?	2 TRAVEL - ARE YOU/ YOUR PRODUCT GOING ANYWHERE THIS WEEK?	3 DISTINCTION - WHAT MAKES YOU DIFFERENT FROM YOUR COMPETITION	4 CASE STUDY - SHARE A CUSTOMER TESTIMONIAL	5 QUESTION - ADDRESS A FREQUENTLY ASKED QUESTION	6 FAVOURITE THINGS- HIGHLIGHT 3 PRODUCTS FROM A RANGE
7 PROMOTE YOUR FATHERS DAY OFFERS	8 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE	9 EXPERT - DEMONSTRATE KNOWLEDGE IN YOUR INDUSTRY	10 ASK A QUESTION TO ENGAGE YOUR FOLLOWERS	11 PROMOTE - YOUR FATHERS DAY OFFERS	12 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	13 WELLNESS - HIGHLIGHT THE WELLNESS ASPECT OF YOUR PRODUCT OR SERVICE
14 PERSONAL - WHAT ARE YOU UP TO TODAY?	15 FATHERS DAY UPDATE - WHEN DOES YOUR PROMOTION END/ LAST DAY FOR DELIVERY?	16 EXPERIENCE - SHARE A SNIPPET FROM YOUR PROFESSIONAL HISTORY	17 FAVOURITE THINGS - YOUR TOP 3 IN A PRODUCT RANGE	18 SALES PROCESS - DEMONSTRATE YOUR SALES PROCESS	19 SHARE A REVIEW OR TESTIMONIAL	20 TRAVEL - WHERE HAVE YOU OR YOUR PRODUCT BEEN THIS WEEK?
21 WISH THE MEN IN YOUR LIFE OR BUSINESS A HAPPY FATHERS DAY	22 PROBLEM - WHAT PROBLEM ARE YOU SOLVING?	23 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	24 WELLNESS - PROMOTE YOUR PRODUCT/ SERVICE FROM A WELLNESS PERSPECTIVE	25 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	26 EXPERT - SHARE AN INDUSTRY TIP	27 SMALL BUSINESS SATURDAY - HIGHLIGHT SOME LOCAL BUSINESSES TO WHERE YOU LIVE
28 DISCUSS SOMETHING THATS TRENDING IN YOUR INDUSTRY	29 DESIRE - WHAT DESIRES DOES YOUR IDEAL CUSTOMER HAVE?	30 ANY OFFERS ON FOR THE MONTH OF AUGUST? PACKAGE UP SOME PRODUCTS/ SERVICES				



SUN	MON	TUE	WED	THU	FRI	SAT
			1 DO YOU CLOSE AT ALL OVER THE JULY FORTNIGHT?	2 WHERE HAVE YOU BEEN/ ARE YOU GOING ON HOLIDAY?	3 QUESTION - ADDRESS A FREQUENTLY ASKED QUESTION	4 FAVOURITE THINGS- HIGHLIGHT 3 PRODUCTS FROM A RANGE
5 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	6 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE	7 DISTINCTION - WHAT MAKES YOUR DIFFERENT FROM YOUR COMPETITION?	8 WHY HAVE YOU CHOSEN THIS CAREER?	9 SHARE THE LOVE - MENTION A FOLLOWER THAT ALWAYS SUPPORTS YOU	10 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	11 WELLNESS - HIGHLIGHT THE WELLNESS ASPECT OF YOUR PRODUCT OR SERVICE
12 DO YOU HAVE ANY OFFERS ON AT THE MOMENT?	13 PROBLEMS - WHAT PROBLEM ARE YOU SOLVING FOR YOUR CUSTOMERS? B JU	14 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	15 EXPERIENCE - SHARE SOMETHING FROM THE PAST IN THIS JOB OR ANOTHER	16 ANSWER A FREQUENTLY ASKED QUESTION	17 EXPERT - SHARE A TOP TIP FROM YOUR INDUSTRY	18 SMALL BUSINESS SATURDAY - HIGHLIGHT SOME LOCAL BUSINESSES
19 TRAVEL - WHERE CAN WE FIND YOU?	20 USE - 3 WAYS TO USE YOUR PRODUCT OR SERVICE?	21 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	22 OCCASIONAL - ITS A GREAT TIME OF YEAR FOR...	23 SHARE THE LOVE - THANK YOUR FOLLOWERS FOR ENGAGING AND SUPPORTING YOU	24 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	25 EXPERIENCE - YOU PICKED UP THIS TECHNIQUE WHEN YOU SPENT TIME HERE.
26 QUESTION - ASK A QUESTION TO ENGAGE YOUR FOLLOWERS	27 PROBLEM - CAN YOU SOLVE A MONDAY MORNING PROBLEM?	28 OCCASIONAL - DISCUSS THE WEATHER	29 WELLNESS - HIGHLIGHT THE WELLNESS ASPECT OF YOUR PRODUCT/ SERVICE	30 EXPERT - DEMONSTRATE YOUR KNOWLEDGE ON SOMETHING IN YOUR INDUSTRY	31 ANY OFFERS ON FOR THE MONTH OF AUGUST?	



SUN	MON	TUE	WED	THU	FRI	SAT
30 DISCUSS THE KIDS GOING BACK TO SCHOOL - DO YOU HAVE ANY?	31 SNEAK PEEK - HIGHLIGHT A MEMBER OF THE TEAM OR SOMEONE YOU HAVE COLLABORATED WITH					1 FAVOURITE THINGS- HIGHLIGHT YOUR TOP PICKS
2 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	3 EXPERT - SHARE A TOP TIP IN YOUR INDUSTRY	4 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT OR SERVICE	5 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	6 SNEAK PEEK - WHAT ARE YOU WORKING ON?	7 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	8 ANY OFFERS ON THIS MONTH?
9 WELLNESS - HIGHLIGHT THE WELLNESS SIDE OF YOUR BUSINESS	10 TRENDING - ANYTHING TRENDING THE NEWS RIGHT NOW?	11 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	12 PERSONAL - ARE YOU ON THE COUNTDOWN FOR THE KIDS TO START BACK?	13 ANSWER A FREQUENTLY ASKED QUESTION	14 EXPERT - SHARE A TOP TIP FROM YOUR INDUSTRY	15 SMALL BUSINESS SATURDAY - HIGHLIGHT SOME LOCAL BUSINESSES
16 TRAVEL - WHERE HAVE YOU BEEN THIS MONTH?	17 THANK YOUR CUSTOMERS FOR A GREAT WEEK OF SALES LAST WEEK	18 BLOCK - RESPOND TO A REASON SOMEONE MIGHT NOT BUY FROM YOU	19 RUN A FLASH COMPETITION FOR 24 HOURS	20 WELLNESS - SHARE A WELLNESS BENEFIT OF YOUR PRODUCT. SERVICE	21 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	22 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE
23 QUESTION - ASK A QUESTION TO ENGAGE YOUR FOLLOWERS	24 USE - LIST 3 USES FOR A PRODUCT OR SERVICE?	25 SHARE THE LOVE - COMPLIMENT SOMEONE IN YOUR INDUSTRY	26 EXPERT - SHARE A TUTORIAL	27 PROBLEM - WHAT PROBLEM ARE YOU SOLVING?	28 DISTINCTION - ANY AWARDS OR CERTIFICATIONS?	29 PERSONAL - WHAT ARE YOUR WEEKEND PLANS?



SUN	MON	TUE	WED	THU	FRI	SAT
		1 BLOCK - RESPOND TO A REASON SOMEONE MIGHT NOT BUY FROM YOU	2 PERSONAL - SHARE YOUR THOUGHTS ON SEPTEMBER	3 WELLNESS - SHARE YOUR PRODUCT/ SERVICE FROM A WELLNESS VIEWPOINT	4 LOCAL - SHARE SOMETHING IN YOUR LOCAL AREA YOUR FOLLOWERS WOULD APPRECIATE	5 FAVOURITE THINGS- HIGHLIGHT YOUR TOP PICKS
6 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	7 SHARE THE LOVE - WELCOME YOUR NEW FOLLOWERS	8 EXPERIENCE - WHERE HAVE YOU TRAVELLED WITH WORK?	9 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	10 THROWBACK - LAST WEEK/ LAST MONTH/ LAST YEAR	11 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	12 BENEFIT - SHARE A BENEFIT OF YOUR PRODUCT/ SERVICE
13 WELLNESS - HIGHLIGHT THE WELLNESS SIDE OF YOUR BUSINESS	14 TRENDING - ANYTHING TRENDING THE NEWS RIGHT NOW?	15 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	16 PROBLEM - MENTION A PROBLEM YOU CAN SOLVED/ HAVE SOLVED MANY TIMES	17 ANSWER A FREQUENTLY ASKED QUESTION	18 EXPERT - SHARE A TUTORIAL	19 SMALL BUSINESS SATURDAY - HIGHLIGHT SOME LOCAL BUSINESSES
20 TRAVEL - WHERE HAVE YOU BEEN THIS MONTH?	21 DISTINCTION - WHAT MAKES YOU DIFFERENT FROM THE COMPETITION?	22 ANNOUNCE THAT SOMETHING HAS SOLD OUT AND WILL BE BACK IN STOCK	23 DESIRES - WHAT DESIRES DOES YOUR IDEAL CUSTOMER HAVE	24 SALES PROCESS - HIGHLIGHT A POINT IN YOUR SALES PROCESS	25 TRAVEL - WHERE HAVE YOU/ YOUR PRODUCT BEEN THIS MONTH?	26 FAVOURITE THINGS - DO YOU LOVE SOMETHING THAT MOST PEOPL HATE?
27 QUESTION - ASK A QUESTION TO ENGAGE YOUR FOLLOWERS	28 USE - LIST 3 USES FOR A PRODUCT OR SERVICE?	29 SHARE THE LOVE - THANK SOMEONE THAT HAS HELPED YOU THIS MONTH	30 EXPERT - SHARE A TOP TIP IN YOUR INDUSTRY			



SUN	MON	TUE	WED	THU	FRI	SAT
				1 WELLNESS - SHARE YOUR PRODUCT/ SERVICE FROM A WELLNESS VIEWPOINT	2 ANY HALLOWEEN OFFERS OR ADVICE?	3 FAVOURITE THINGS- HIGHLIGHT YOUR TOP PICKS
4 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	5 TRAVEL - HAVE YOU BEEN ON LOCATION OR AT AN EVENT?	6 SHARE THE LOVE - GIVE A SPOT PRIZE TO A REGULAR CUSTOMER/ FOLLOWER	7 CASE STUDY - SHARE A HAPPY CUSTOMER STORY / REVIEW	8 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	9 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	10 PERSONAL - SHARE SOMETHING THATS NOT WORK RELATED
11 SNEAK PEEK - WHAT ARE YOU WORKING ON?	12 PROMOTE YOUR CURRENT OFFERS	13 EXPERT - SHARE A TOP TIP IN YOUR INDUSTRY	14 PROBLEM - MENTION A PROBLEM YOU CAN SOLVED/ HAVE SOLVED MANY TIMES	15 ASK YOUR FOLLOWERS AN ENGAGING QUESTION	16 WELLNESS - HIGHLIGHT THE WELLNESS SIDE OF YOUR PRODUCT. SERVICE	17 SMALL BUSINESS SATURDAY - HIGHLIGHT SOME LOCAL BUSINESSES
18 LOCAL - RECOMMEND SOMEWHERE LOCAL TO EAT/ SOCIALISE	19 DISTINCTION - WHAT MAKES YOU DIFFERENT FROM THE COMPETITION?	20 IF YOU HAVEN'T ALREADY SORT OUT YOUR CHRISTMAS OFFERS	21 DESIRES - WHAT DESIRES DOES YOUR IDEAL CUSTOMER HAVE	22 SALES PROCESS - HIGHLIGHT A POINT IN YOUR SALES PROCESS	23 QUESTION - ANSWER A FREQUENTLY ASKED QUESTION	24 PROBLEM - COULD YOU HELP MAKE SOMEONES WEEKEND LESS STRESSFUL?
25 BENEFIT - HIGHLIGHT A BENEFIT OF YOUR PRODUCT/ SERVICE	26 USE - LIST 3 USES FOR A PRODUCT OR SERVICE?	27 TRENDING - COMMENT ON SOMETHING IN THE NEWS OR YOUR INDUSTRY	28 PROMOTE - YOUR HALLOWEEN OFFERS	29 BLOCK - RESPOND TO A REASON SOMEONE MIGHT NOT BUY FROM YOU	30 PERSONAL - TELL US YOUR HALLOWEEN PLANS	31 WISH ALL OF YOUR FOLLOWERS A HAPPY HALLOWEEN



SUN	MON	TUE	WED	THU	FRI	SAT
1 EXPERT - SHARE A TUTORIAL	2 PROBLEM - WHAT PROBLEM CAN YOU HELP YOUR CUSTOMERS WITH?	3 CASE STUDY - SHARE A AHPPY CUSTOMER EXPERIENCE	4 ANNOUNCE YOUR CHRISTMAS OFFERS/ PACKAGES	5 WELLNESS - SHARE YOUR PRODUCT/ SERVICE FROM A WELLNESS VIEWPOINT	6 TRAVEL - HOW FAR DOES YOUR PRODUCT/ SERVICE TRAVEL	7 FAVOURITE THINGS- HIGHLIGHT YOUR TOP PICKS
8 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	9 BENEFIT - HIGHLIGHT A BENEFIT OF YOUR PRODUCT OR SERVICE	10 HIGHLIGHTS - WHAT HAS BEEN A HIGHLIGHT OF THIS YEAR?	11 TRENDING - COMMENT ON A POPULAR TREND IN YOUR INDUSTRY	12 DISTINCTION - WHAT MAKES YOUR DIFFERENT FROM THE COMPETITION	13 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	14 PERSONAL - WHAT ARE YOUR WEEKEND PLANS?
15 SALES PROCESS - HIGHLIGHT A SECTION OF YOUR SALES PROCESS	16 PROMOTE YOUR CURRENT OFFERS BLACK FRIDAY NEXT WEEK	17 PROBLEM - COULD YOU HELP MAKE SOMEONES WEEKEND LESS STRESSFUL?	18 RECOMMEND ANOTHER BUSINESS FOR CHRISTMAS GIFTS	19 SNEAK PEEK - SHOW US AROUND YOUR PREMISES	20 WELLNESS - HIGHLIGHT THE WELLNESS SIDE OF YOUR PRODUCT/ SERVICE	21 EXPERT - SHARE A TUTORIAL
22 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	23 DISTINCTION - WHAT MAKES YOU DIFFERENT FROM THE COMPETITION?	24 1 MONTH TO GO TO CHRISTMAS - TELL YOUR FOLLOWERS NOT TO LEAVE IT TO THE LAST MIN	25 LOCAL - WHEN IS YOUR LOCAL CHRISTMAS LIGHTS SWITCH ON/ LATE NIGHT SHOPPING?	26 SALES PROCESS - HIGHLIGHT A POINT IN YOUR SALES PROCESS	27 BLACK FRIDAY OFFERS	28 USE - SHARE A USE OF YOUR PRODUCT/ SERVICE
29 BENEFIT - HIGHLIGHT A BENEFIT OF YOUR PRODUCT/ SERVICE	30 CYBER MONDAY OFFERS	31 TRENDING - COMMENT ON SOMETHING IN THE NEWS OR YOUR INDUSTRY				



SUN	MON	TUE	WED	THU	FRI	SAT
		1 CASE STUDY - SHARE A AHPPY CUSTOMER EXPERIENCE	2 ANNOUNCE YOUR LAST DATE FOR ONLINE DELIVERY	3 WELLNESS - SHARE YOUR PRODUCT/ SERVICE FROM A WELLNESS VIEWPOINT	4 DESIRE - WHAT DESIRES DOES YOUR IDEAL CUSTOMER HAVE	5 FAVOURITE THINGS- HIGHLIGHT YOUR TOP PICKS
6 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	7 SHARE YOUR CHRISTMAS GIFT GUIDE/ RECOMMEND ATIONS	8 EXPERT - SHARE A TUTORIAL	9 2 WEEKS LEFT BEFORE CHRISTMAS - PROMOTE YOUR OFFERS	10 DISTINCTION - WHAT MAKES YOUR DIFFERENT FROM THE COMPETITION	11 FOLLOW FRIDAY - RECOMMEND SOMEONE FOR YOUR FOLLOWERS TO FOLLOW	12 SNEAK PEEK - SHOW US YOU PACKAGING UP YOUR CHRISTMAS ORDERS
13 SHARE THE LOVE - THANK ALL OF YOUR CHRISTMAS SHOPPERS	14 DESIRE - WHAT DESIRE DOES YOUR IDEAL CUSTOMER HAVE?	15 PERSONAL - WHAT DO YOU PLAN TO DO OVER THE CHRISTMAS BREAK	16 QUESTIONS - ANSWER A FREQUENTLY ASKED QUESTION	17 POTENTIALLY THE LAST DAY FOR ONLINE ORDERS TO BE POSTED	18 EXPERT - SHARE A TUTORIAL	19 WELLNESS - SHARE THE WELLNESS SIDE OF YOUR PRODUCT/ SERVICE
20 QUOTE - SHARE A FUNNY/ INSPIRATIONAL QUOTE	21 DISTINCTION - WHAT MAKES YOU DIFFERENT FROM THE COMPETITION?	22 THANK ALL OF YOUR FOLLOWERS FOR SALES THIS CHRISTMAS	23 WHAT ARE YOU CLOSED OVER CHRISTMAS?	24 LAST DAY FOR PHYSICAL SALES	25 WISH EVERYONE A MERRY CHRISTMAS	26 BOXING DAY - ANY OFFERS?
27 PERSONAL - HOW WAS YOUR CHRISTMAS?	28 SHARE A HAPPY CUSTOMER REVIEW FROM A CHRISTMAS PURCHASE	29 ARE YOU CLOSED OVER NEW YEARS AT ALL	30 EXPERT - SHARE A TUTORIAL	31 WISH ALL OF YOUR FOLLOWERS A HAPPY NEW YEAR		