
30-Day Social Media
Content Planner
SKALING
Jillian

30-Day Social Media Planner

WEEK 1: LAYING THE FOUNDATION

DAY	TYPE OF POST	DESCRIPTION
Day 1	Introduction Post	Share your story, why you started, and what people can expect from your content.
Day 2	Value Post	A quick, actionable tip related to your niche.
Day 3	Engagement Post	Ask your audience a question related to their pain points or interests.
Day 4	Behind-the-Scenes	Show your workspace, a project in progress, or your daily workflow.
Day 5	Client Love	Share a testimonial or success story.
Day 6	Personal Story	A relatable moment or struggle that ties back to your brand.
Day 7	CTA Post	Promote your lead magnet, freebie, or email list.

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WEEK 2: BUILDING CONNECTION & AUTHORITY

DAY	TYPE OF POST	DESCRIPTION
Day 8	Myth-Busting	Debunk a common industry misconception.
Day 9	Poll or This-or-That	Encourage engagement with a fun comparison.
Day 10	Content Share	Repurpose an older blog post or video.
Day 11	Product/Service Showcase	Highlight one of your offerings in a value-driven way.
Day 12	Storytelling Post	Share a lesson you learned in business or life.
Day 13	Quick Tip	A bite-sized hack your audience can use immediately.
Day 14	Meme or Humor	Lighthearted content that relates to your niche.

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WEEK 3: DRIVING ENGAGEMENT & SALES

DAY	TYPE OF POST	DESCRIPTION
Day 15	Throwback Post	Revisit an old post, product, or milestone.
Day 16	Tutorial or Mini-Training	Teach something valuable.
Day 17	Community Highlight	Feature a customer, follower, or peer in your industry.
Day 18	Personal Post	Share a favorite book, tool, or habit that helps your work.
Day 19	Bold Opinion	Take a stand on a topic in your industry.
Day 20	Behind-the-Scenes	A sneak peek at an upcoming launch or update.
Day 21	Soft Sell	Promote your offer in a natural, story-driven way.

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WEEK 4: RAMPING UP VISIBILITY & CONVERSIONS

DAY	TYPE OF POST	DESCRIPTION
Day 22	Q&A Post	Answer common questions from your audience.
Day 23	Success Formula	Share your step-by-step process for achieving something.
Day 24	Share the Love	Shout out a tool, resource, or person that has helped you.
Day 25	Micro-Transformation	Show how a small change can make a big impact.
Day 26	User-Generated Content	Repost content from a happy customer or follower.
Day 27	Fun Fact or Industry Trend	Something interesting or trending in your space.
Day 28	Engagement Post	Ask for input on a future product, content, or idea.
Day 29	Story-Driven Sales Post	Showcase your product/service with a compelling story.
Day 30	Reflection & Gratitude	Recap the month, thank your audience, and tease what's next.

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Ready for more?

Congratulations on reaching the end of our social media guide! You've gained valuable insights and actionable tips to elevate your online presence.