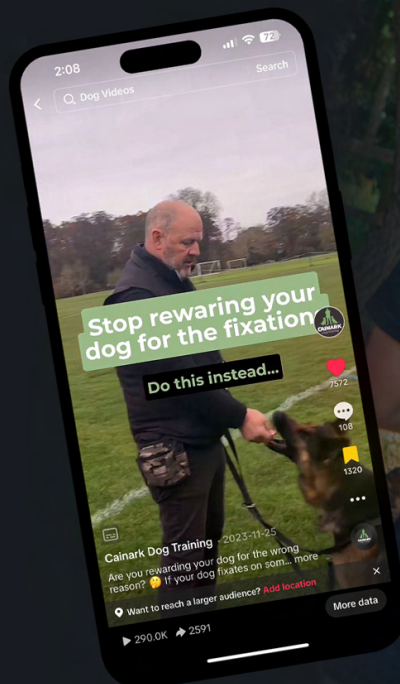
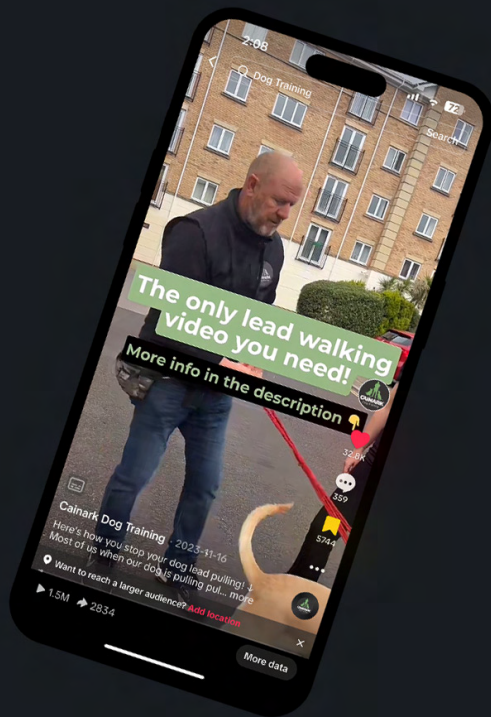


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THE MOST ZEN 30 DAY CONTENT CALENDAR IN 2024

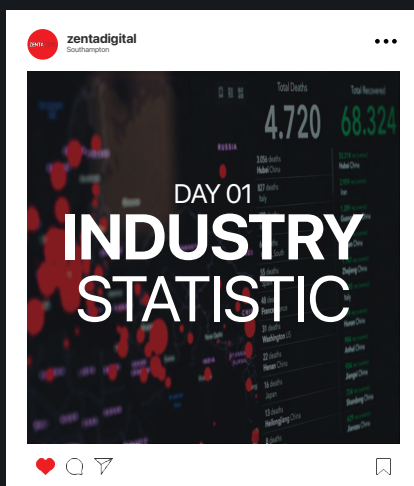
We can't guarantee you to be the next biggest influencer. Nor can we guarantee you to be as big as Nike, however, this zenful plan will most certainly **aid your growth and increase your following and engagement.**

All you need to do is create the type of post we recommend each day in the order listed on the calendar below. Our method provides variety, allows you to batch produce and will **keep your followers engaged** while also **expanding to the masses within your industry.**

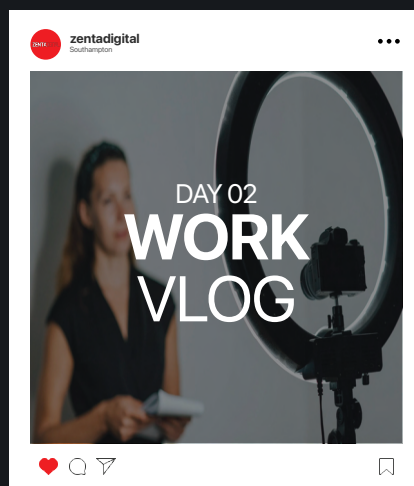


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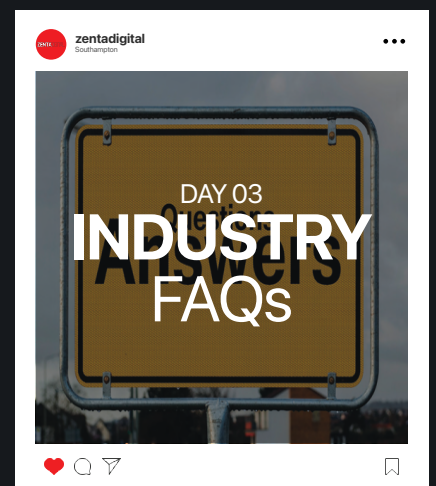
QUICK TIP: DON'T FORGET TO USE #HASHTAGS. THEY STILL WORK!



Post an interesting statistic that's relevant for your industry and that your audience might not be aware of.



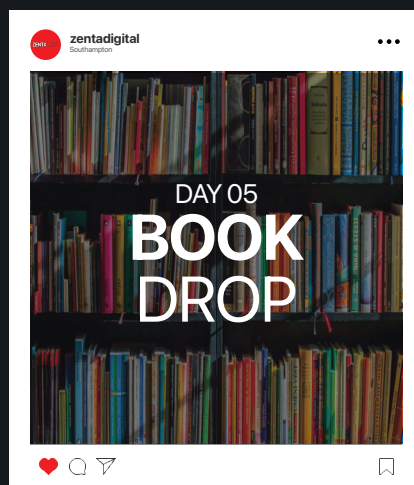
Vlog your entire work day. Show a personal side of your day-to-day business operations.



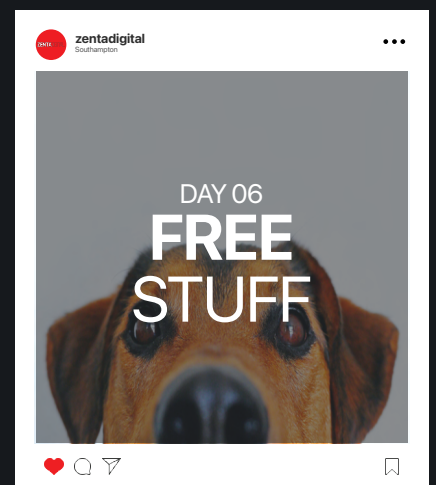
Using either static or video content, discuss some frequently asked questions. Pick 3-5.



Share a company hack that potential or current clients/customers could take advantage of.



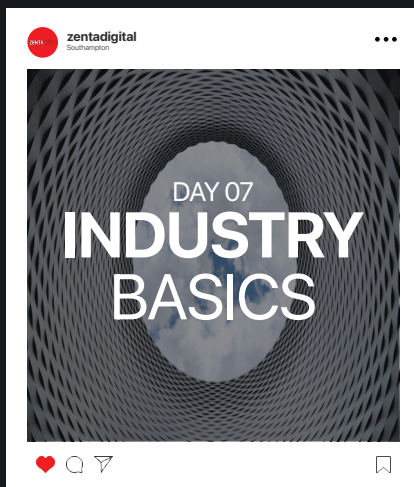
Recommend 2-3 books that you've read in the past that you believe others should read.



Everyone loves free stuff, so why not take advantage of it and do a giveaway. Be creative with this.

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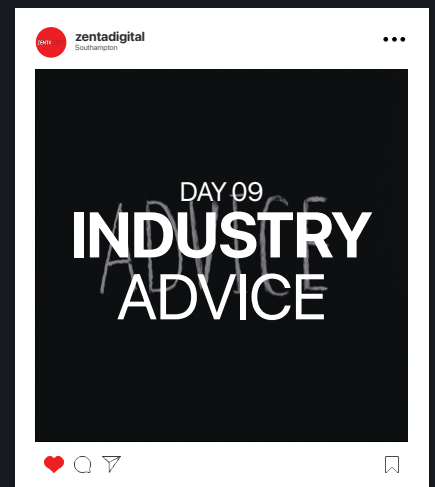
QUICK TIP: LOCAL BUSINESS? TAG YOUR LOCAL AREA.



Educate your audience with a basic, yet overlooked problem that they should be addressing.



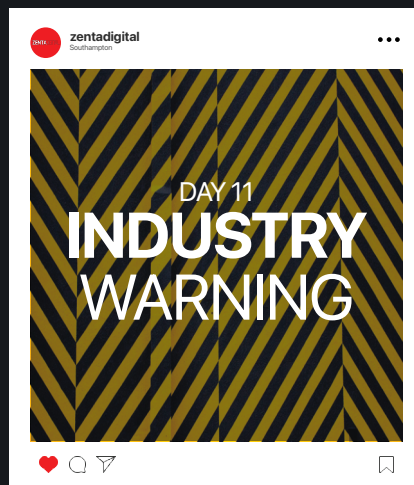
Create a reel that goes into detail about who you are, why you exist and what you're here to change.



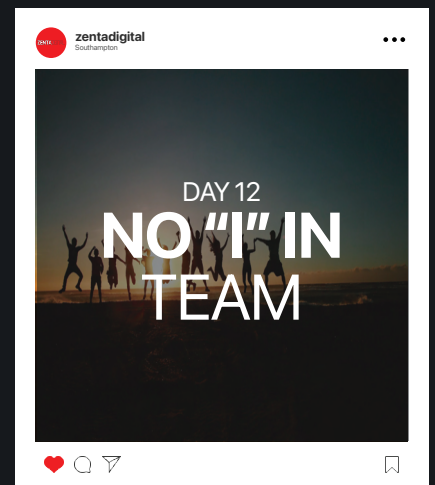
Share some advice to those looking to work within your industry. How and where can they get started?



Share with the world where it all started. Why are you doing what you're now doing?



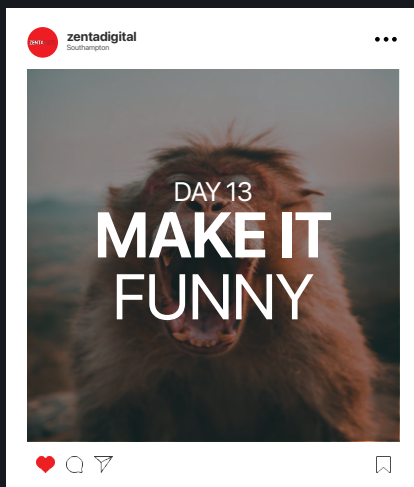
Warn people about a common industry misconception that most don't avoid/aren't aware of.



Create an edit of all your team sharing why they love working at your company and why others should join.

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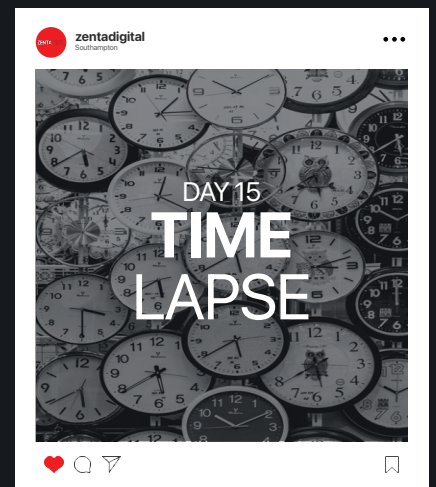
QUICK TIP: ADD INDUSTRY KEYWORDS INTO YOUR DESCRIPTIONS.



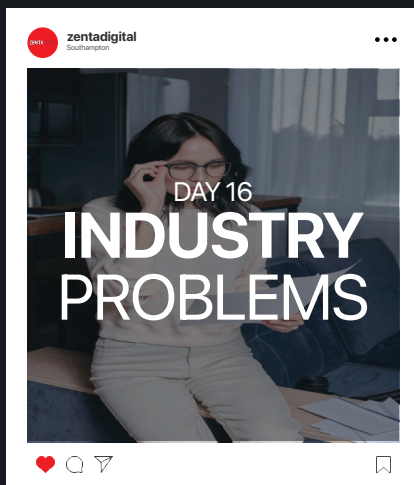
Create a funny, less serious video or post relating to your internal team or industry that others can relate to.



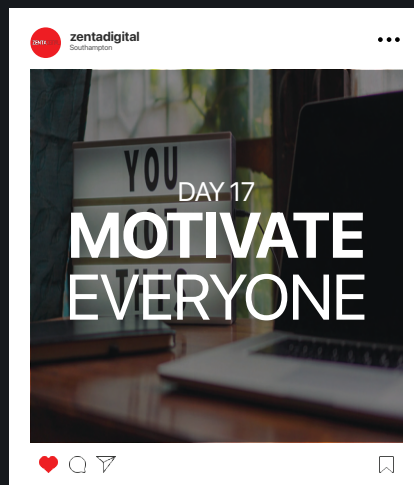
Post an interesting statistic that's relevant for your industry and that your audience might not be aware of.



Create a cool timelapse of a task you're currently working on. Talk about it in the description.



Talk about a problem that you're currently dealing with and how you plan to combat it.



Ask your team to prepare their favourite, motivational quote and record each person sharing it.



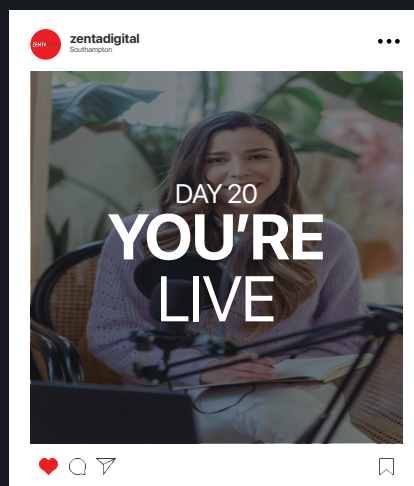
Talk about a past complaint and how you solved the issue for the client. Make it a little funny.

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QUICK TIP: MAKE YOUR POSTS LOOK LIKE YOUR BUSINESS.



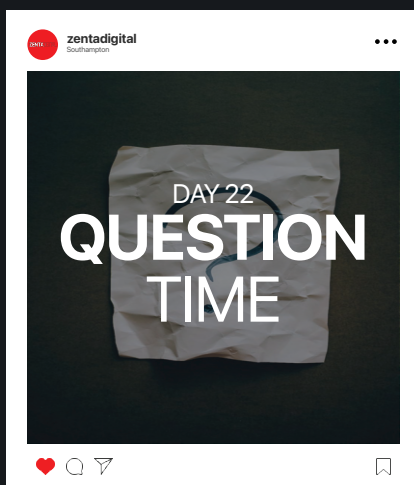
Give your audience a free resource. For example, a Plumber might offer a winter heating guide.



Go live! Pick a platform and share exactly what you're doing in that exact moment... Live!



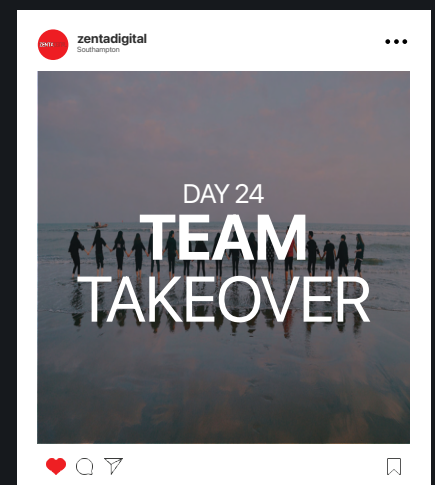
Post about someone within your business that has gone above and beyond this month.



Ask your audience a question. Some platforms allow you to put this question into a poll which is ideal.



Share a new case study. Make it look modern, creative and special. This is your time to shine!



Ask a member of the team to take over the social media accounts. Document their day and post it.

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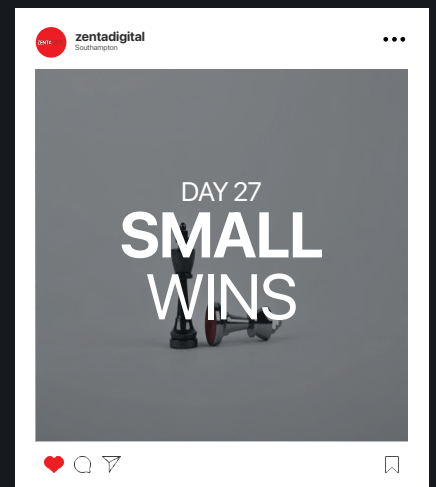
QUICK TIP: POST ONTO YOUR STORIES AS MUCH AS POSSIBLE.



Post in either video format or static format a recent client testimonial that you're proud of.



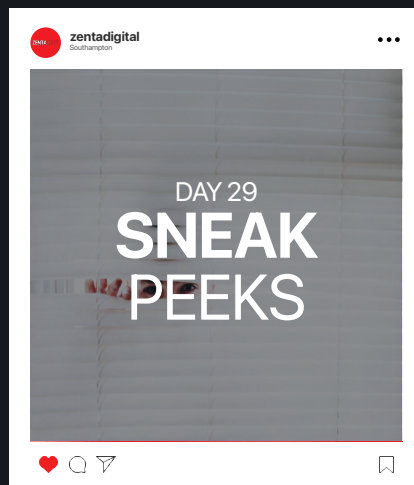
Offer a glimpse into your office or workspace to give your audience a sense of your company culture.



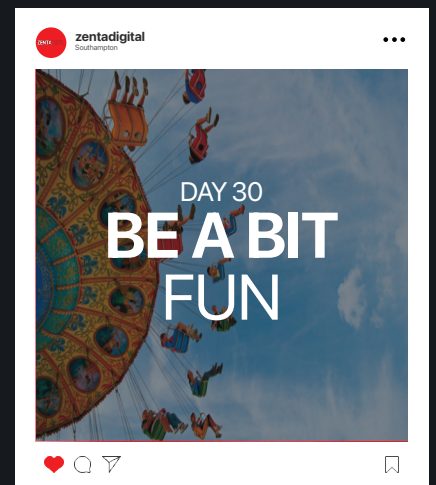
Celebrate any wins you've had at the company. No matter how big or small, tell everyone about them.



Create a video or carousel showing your support for local charities, clubs, communities, etc.



Publish some images or videos that share a sneak peek into a project you've recently started working on.



Post a funny industry meme that your team and audience can relate to. Style it in your own way.