

TO
YOUR 30-DAY
SOCIAL MEDIA
CONTENT
CALENDAR!

THRIVE

# Are you tired of staring at your phone wondering what to post next?

You're not alone! That's exactly why I have created this comprehensive social media prompt calendar - to take the guesswork out of your content creation.

#### How to Make the Most of This Guide

This calendar isn't just a list of random prompts – it's a strategically designed content mix that will help you:

- Build genuine connections with your audience
- Establish your expertise
- Drive engagement
- Save hours of brainstorming time
- Create content that converts

# **Customising These Prompts**

The best part? Each prompt is customisable to **YOUR** business. Think of these as your content foundation – add your unique voice, experiences, and industry knowledge to make them authentically yours.

For example, if a prompt suggests "Share a tip," don't just share any tip – share one that showcases your unique approach or methodology. Make it distinctly **YOU.** 

# **Quick Tips for Maximum Engagement**

- Add your personal experiences to make posts more relatable
- Use strong visuals (photos, graphics, or videos) to catch attention
- Ask questions in your captions to encourage comments
- Use a mix of professional and conversational tones
- Adapt the prompts to fit current trends or events

# **Understanding Your Content Mix Strategy**

Think of your social media content like a perfectly balanced meal – you need different ingredients to make it work! Let's break down each part:

#### 40% Educational Content

This is where you share your expertise! For example:

- How-to tips
- Industry insights
- Common mistakes to avoid
- Tutorials
- Quick tips
- Myth-busting posts
- Step-by-step guides

#### 30% Engaging/Interactive Content 💬

These posts get your audience talking! Like:

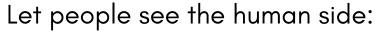
- Questions
- Polls
- "This or That" posts
- Fill in the blank
- Caption contests
- Share your opinion posts
- Quick quizzes

#### 20% Promotional Content @

Time to showcase what you offer:

- Service highlights
- Client success stories
- Special offers
- New service announcements
- Package breakdowns
- Limited time offers
- Client testimonials

#### 10% Personal/Behind-the-Scenes 🞬



- Team introductions
- Office/workspace snaps
- Work-in-progress shots
- Personal wins
- Company culture posts
- "Day in the life" content
- Meet the team

This mix keeps your feed *valuable* and *interesting* without being too "salesy" – helping you build trust while still growing your business!

Ready to get going...then let's dive straight in!

P.S. Remember: Consistency beats perfection. Use these prompts as your guide, but don't be afraid to make them your own!

#### **Week 1: Building Authority**

Share an industry tip or hack
Behind-the-scenes of your work process
Client success story
Industry myth vs. reality
Quick tutorial or how-to
Share your business journey
Weekly wins celebration

#### Week 2: Engagement Focus

Ask-me-anything post
Poll about industry challenges
Share a relatable business meme
Quick tips carousel
Client testimonial spotlight
Industry news commentary
Weekend reflection prompt

#### Week 3: Value-Driven Content

Problem-solving checklist
Industry resource roundup
Case study highlight
Pro tip of the day
Common mistake to avoid
Tool or resource review
Weekly inspiration post

#### Week 4: Community Building

Meet the team
Client appreciation post
Industry challenge discussion
Quick quiz or trivia
User-generated content feature
Tips from industry experts
Weekend motivation

#### Week 5: Closing Strong

Monthly recap highlights Future industry trends (Bonus) See below!

# **Brucey Bonus: Caption Templates**

I know sometimes half the challenge of doing your posts is coming up with a caption that **POPS** and captures your audiences attention!

# **Why Use Caption Templates?**

Think of these templates as your social media scaffolding

- they give your posts structure while letting your unique voice shine through. They're designed to:
  - Save you time
  - Keep your messaging consistent
  - Boost engagement
  - Make content creation easier
  - Help you stay organised

# **How to Use These Templates**

How to Use These Templates

- 1. Choose the right template for your content type (educational, promotional, etc.)
- 2. Replace the [bracketed text] with your specific content
- 3. Make sure you use keywords within your captions for SEO
- 4. Customise the tone to match your brand voice
- 5. Add or remove emojis based on your style
- 6. Pick relevant hashtags and DO NOT use too many. Just a few relevant ones. Maybe check out what your competitors use!

Right, now I've explained all of that, let's get going with the example captions....

# **Educational Post Template**

Quick tip alert!

[Start with an attention-grabbing fact or hook]

Here's what most people don't know about [topic]:

[Main educational point broken into 2-3 sentences]

Why this matters:

- [Key benefit 1]
- [Key benefit 2]
- [Key benefit 3]

Save this post! 🚺

Drop a if you learned something new.
#[industry]tips #[industry]advice + more relevant hashtags

# <u>Engagement Post Template </u>

Let's talk!

[Engaging question about industry topic]

In my experience, [share brief personal insight to start the conversation]

Choose your answer:

- A [Option 1]
- **B** [Option 2]
- © [Option 3]

Let me know in the comments + tell me why! #[relevant hashtags]

# Promotional Post Template @

Struggling with [pain point]?

You're not alone! Here's what I see happening with so many [target audience]:

- (Common challenge 1)
- (Common challenge 2)
- 😂 [Common challenge 3]

The good news? It doesn't have to be this way! I

Introducing: [Service/Product] Designed to help you:

- [Benefit 1]
- [Benefit 2]
- [Benefit 3]

Ready to [achieve desired outcome]?

Link in bio to learn more! 1

#[relevant hashtags]

# Behind-the-Scenes Template



[Share a genuine moment from your day/business]

The truth is: [share insight or lesson learned]

This reminds me why I love [aspect of your business].

Who can relate? 🙋

#[relevant hashtags]

You now have all the tools you need to create engaging, strategic social media content that connects with your audience and grows your business. But remember – this is just the beginning!

# Need More Support?

If you're feeling:

- Overwhelmed with implementing these strategies
- Unsure about customising content for your specific industry
- Ready to take your social media to the next level
- Looking for a done-for-you solution



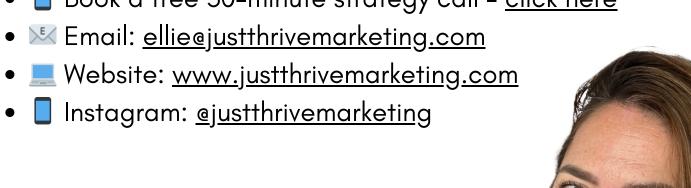
### Let's Chat About Your Social Media Goals

Just Thrive Marketing specialises in helping small businesses like yours thrive online. We offer:

- Customised social media strategies
- Content creation and management
- Engagement growth
- Lead generation
- And more <u>click here</u> to view all our digital marketing services

# **Get in Touch:**

• Book a free 30-minute strategy call - <u>click here</u>



# THRIVE