

≡ Welcome ≡

**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

Let people see the human side:

- 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

Engagement Post Template

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! 

#[relevant hashtags]

Behind-the-Scenes Template

 Real talk time!

[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 - [click here](#) to view all our digital marketing services

Get in Touch:

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