

JANUARY

January

Ready to take your social media marketing success to the next level?
Dive into our January content calendar, packed with daily caption starters, high-traffic hashtags, repurposing tips, and all the engaging content ideas you need to know about.

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- 1.**  Share your New Year Goals.



Repurposing Tip:  Use the 'Add Yours' Sticker on Instagram to share your January 2023 goals.
- 2.**  Film a trending Reel



Repurposing Tip:  Use the Template feature to recreate a trending Reel on Instagram
- 3.**  Share a year in review Reel



Repurposing Tip:  Repurpose this Reel for TikTok.
- 4.**  Share a funny tweet on Instagram



Repurposing Tip:  Repurpose this quote tile for Pinterest.
- 5.**  Share a recent blog post



Repurposing Tip:  Create a carousel sharing your blog's top tips on LinkedIn
- 6.**  Share a Freebie



Repurposing Tip:  Use a Link sticker on Instagram Stories to boost downloads of this freebie.
- 7.**  Re-introduce yourself



Repurposing Tip:  Jump in front of the camera on Instagram Stories to introduce yourself.
- 8.**  Customer Testimonial or Review



Repurposing Tip:  Share a custom graphic with a photo of your customer and a testimonial on Facebook
- 9.**  Post a This or That Series on Instagram



Repurposing Tip:  Use the Poll feature on Instagram Stories to boost engagement.
- 10.**  Share photos from a company event or outing



Repurposing Tip:  Share a carousel Instagram post of a company outing.
- 11.**  Go live on Instagram



Repurposing Tip:  Go live on Instagram Stories to answer FAQs
- 12.**  Recommend a podcast you've been loving



Repurposing Tip:  Share a Link Preview post linking to this podcast on Facebook.
- 13.**  Share some self-care tips



Repurposing Tip:  Create a Reel on Instagram sharing your self-care tips.
- 14.**  Relatable industry meme/quote



Repurposing Tip:  Create a custom graphic sharing this tweet on Instagram.
- 15.**  Share your work playlist



Repurposing Tip:  Share Spotify playlist to Instagram Stories.
- 16.**  Client Success Story or Transformation



Repurposing Tip:  Create a Reel showing this transformation on Instagram.
- 17.**  Tease an upcoming launch



Repurposing Tip:  Post some product teasers on Instagram Stories.
- 18.**  Bust an Industry myth



Repurposing Tip:  Use the quiz sticker on Stories to test your follower's knowledge of this subject on Instagram.
- 19.**  Motivational Quote



Repurposing Tip:  Share a custom graphic with an inspiring quote on LinkedIn.
- 20.**  Film a Trending Reel



Repurposing Tip:  Repurpose this Reel for TikTok.
- 21.**  Invite followers to join your Mailing List



Repurposing Tip:  Create a custom graphic Pin sharing this quote on Pinterest.
- 22.**  Promote a January flash sale



Repurposing Tip:  Use the Countdown sticker to build anticipation and drive action on Stories.
- 23.**  Behind-The-Scenes of Workday



Repurposing Tip:  Repurpose this Reel to TikTok.
- 24.**  Small Business Shoutout



Repurposing Tip:  Make a Carousel Instagram post sharing small businesses you love.
- 25.**  Share a Recipe You've Been Loving



Repurposing Tip:  Film a Reel tutorial of this recipe on Instagram.
- 26.**  Share some User-Generated-Content (UGC)


Repurposing Tip:  Re-purpose this Carousel on Facebook.
- 27.**  Win of the Week

Repurposing Tip:  Create a Reel sharing your win of the week on Instagram.
- 28.**  Comment on Industry News

Repurposing Tip:  Create a custom graphic with a quote about this topic on LinkedIn.
- 29.**  Post a Team Pic

Repurposing Tip:  Share a few Instagram stories with your team members.
- 30.**  Share a Funny Tweet

Repurposing Tip:  Repurpose this quote tile for Facebook sizing.
- 31.**  January Reflections

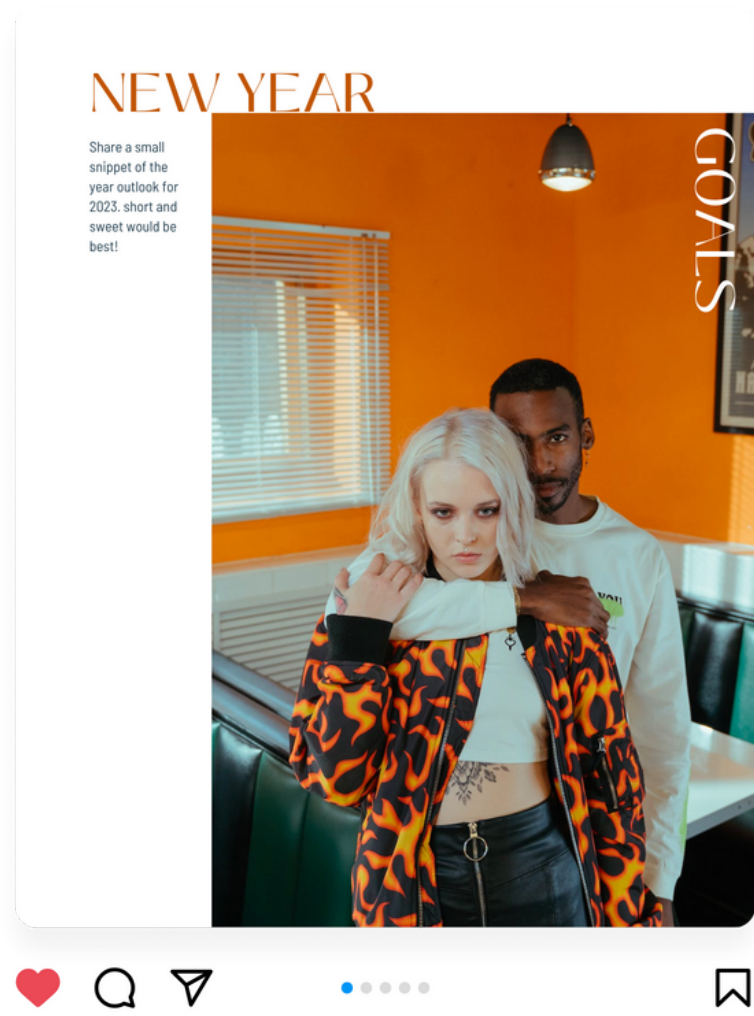
Repurposing Tip:  Film a vlog-style Reel that shows your monthly reflections.

 POSTS  CROSS-PLATFORM TIPS

January's Caption Prompts + Hashtags

now with bonus tips for repurposing!

You can now download your own copy of the entire months caption prompts + accompanying hashtags sets [here](#). Follow the instructions on [page 1 of the google doc](#), and start planning your content today!



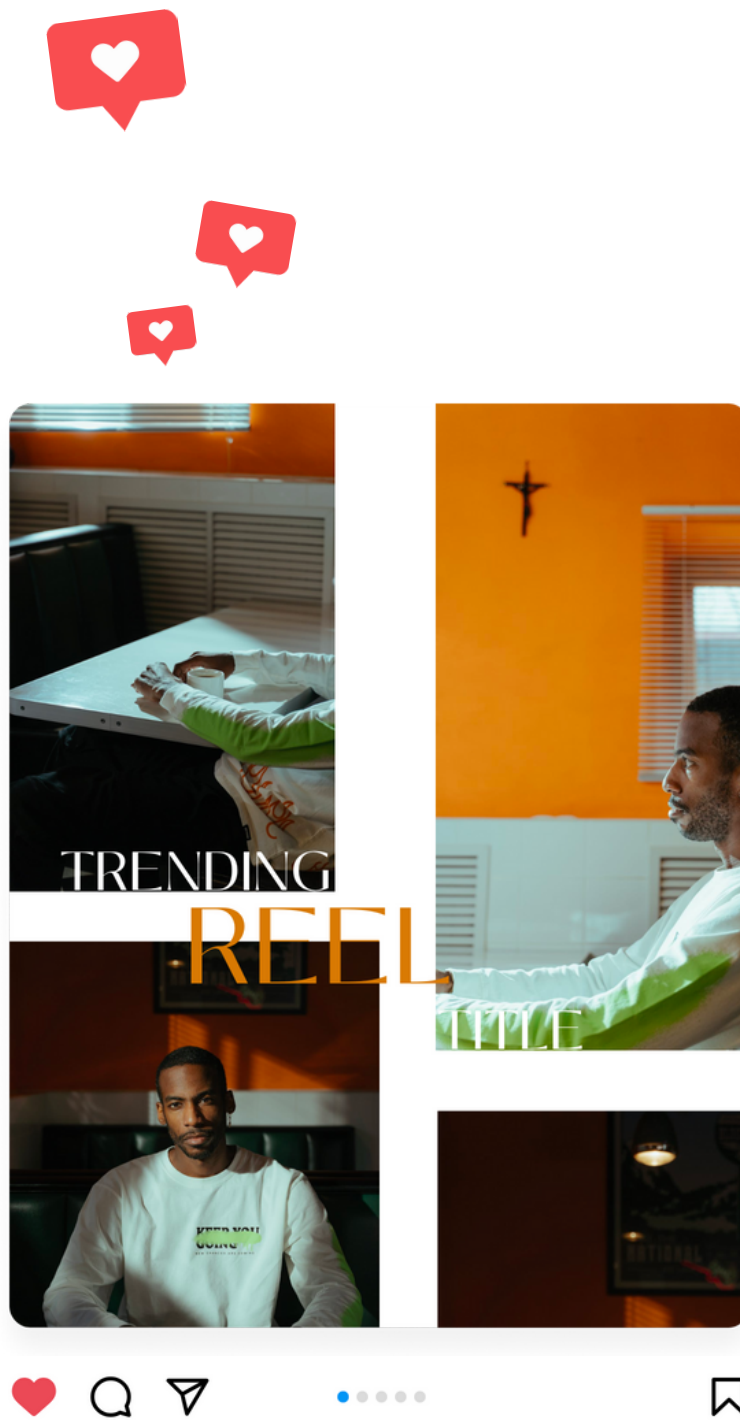
@january1 Happy New Year everyone!

With a new year comes some major planning for the year ahead and some new goals.

Here are all the things you can expect to see from us at [business name and list goals]

Let us know in the comments your goals or new year's resolutions for 2023!

#NewMonth #NewMonthVibes #FreshStart
#WorkMotivation #KickingGoals
#NewGoals #Monthlygoals



@january2 New year = new Reels trends!

I've been seeing this trending Reel all over Instagram and thought I'd jump on the bandwagon.

Show us some love in the comments. ♥

#Trending #TrendingReel #TrendAlert
#TrendingTikTok #Reels



@january3 2022 was good to us, but 2023 will be even better!

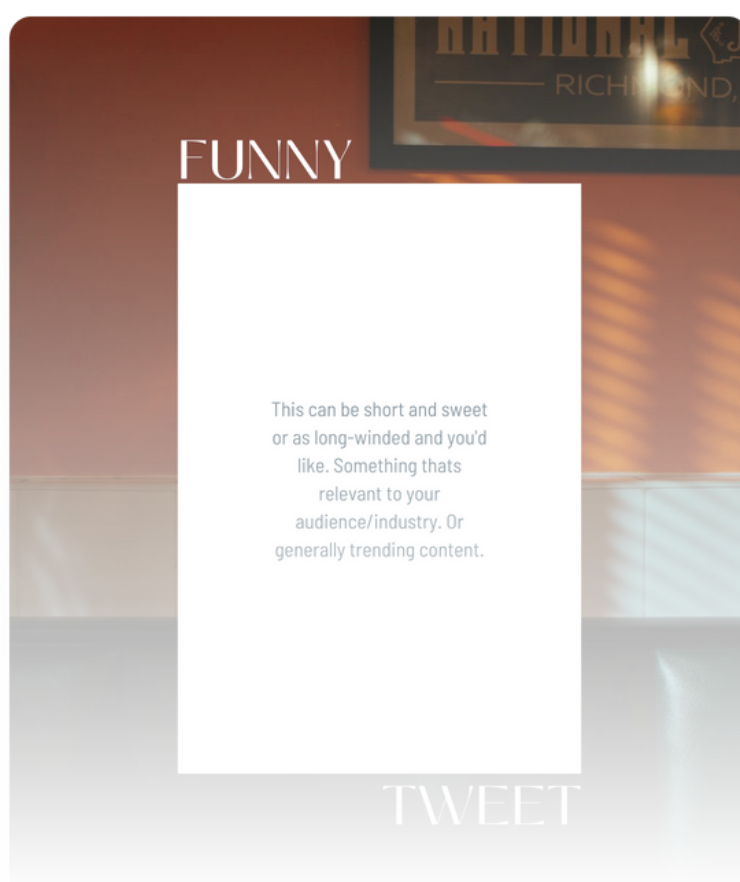
In case you're new here, welcome! Here's what you missed last year [share your top moments of 2022].

What was your favorite product/service we put out last year? Let us know in the comments.

#2022Review #Reels #YearinReview
#NewYear #2022Recap



@november4 We couldn't help but laugh at this one! 😂😂



Click me for the entire list of caption prompts + hashtag sets!