

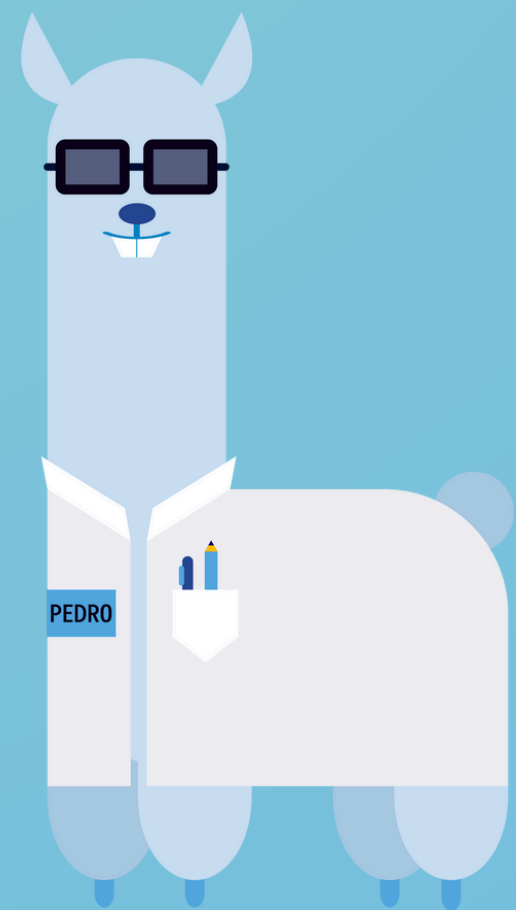
2024

Plann



August

Content Calendar



We're always looking for new ways to help you guys work smarter not harder on socials!

That's why we're excited to share that you not only get caption ideas for every day of the month, but we show you exactly how to repurpose them across all your social media accounts!

Pair them with our professionally-designed graphic templates and targeted hashtags, and you've got everything you need to show up everywhere without the extra effort.

# Introduction



# August Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Thu  
1

🕒 09:00 - 09:30

📍 Reel

### Product Unboxing Video



#ASMRSounds  
#ProductUnboxing  
#Unboxing



Fri  
2

🕒 09:00 - 09:30

📍 Carousel

### August Goals

We're getting ready to tackle new challenges and achieve new goals this August.

This month, we're focusing on [insert goals or initiatives].

**Content Tip:**

Create a Carousel detailing your goals for the month.

What are your goals for the month? Share them in the comments below and let's get it! 💪🌟



Highlight the things you and your business want to venture into this month. An area of your business you'd like to highlight to your audience.

**AUGUST GOALS**

Name of company / Logo

Sat  
3

🕒 Best time to post

📍 Course

### Educational Carousel

#LearnMore #BusinessTips #ExpertAdvice #ExpertTips



Sun  
4

- 🕒 Best time to post
- 📍 Reels



### Productivity Tip

#MorningPages #ToDoList #TaskManagement #ProductivityTip #ProductivityHack



Mon  
5

### Staff Product Picks

Want to know what the team at [company name] has been obsessed with this month?

We're all about [insert product name]. We love it for its [mention key features or benefits of use].

Yet to discover our latest obsession? Shop now and see why it's become a staple in both the home and office: [CTA]. 🛒

Tue  
6

### Explain One of Your Company Values

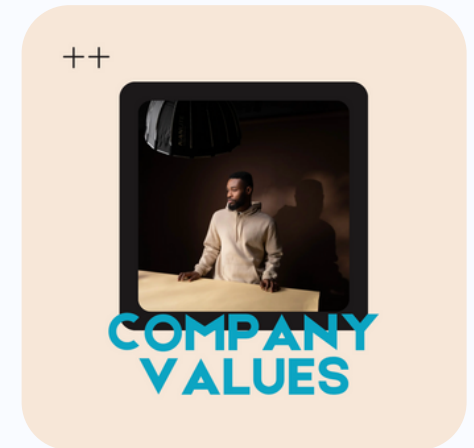
Here at [company name] HQ, one of our core values is that of [name value].

Why is it important?

Well, to us it means [explain why it's an important value for your business and how you use it to guide daily focus].

#CompanyValues #ValueDrivenBusiness #BusinessValues

++



#### Content Tip:

Custom graphic about the importance of this value

Wed  
7

### Promote Business Tools or Apps You Love

#BusinessTools #SaaS #TechTools #TechPlatforms #ProductivityTools



Thu  
8

### Funny Meme







## National Book Lovers Day

Happy National Book Lovers Day to all the book worms out there!

To celebrate, our team is sharing their favorite books. From fiction to non-fiction and self-help, these picks are sure to leave you entertained, intrigued, and learning. 📖 ✨

Got a book you think we should read? Share your top picks in the comments below!

### Content Tip:

Share a carousel to Instagram of your team's favorite book picks for the month.

Sat  
10

## Share a Customer Testimonial

Nothing makes us happier than hearing about how much you love our products! ❤️

That's why we had to share this feedback from one of our beautiful clients who has been using [insert product name].

We love seeing how you incorporate our products into your daily life. Want to be featured? Make sure you tag us and use [branded hashtag] so we can share your feedback!



#UGC  
#CustomerLove  
#CustomerTestimonial  
#CustomerAppreciation

Sun  
11

## How-To Tutorial

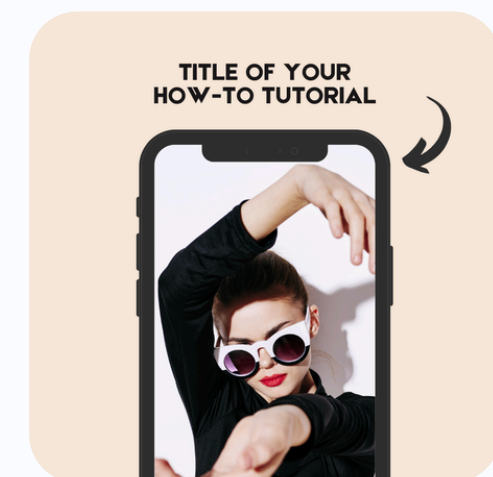
We're loving this trend of [insert trend], and our product [name of product] is perfect for executing it!

In this how-to-tutorial, we're taking you through [details of tutorial] with simple hacks that are sure to be a game-changer for you.

Ready to dive in? [Give a run down of step-by-step instructions explained in the video].

🕒 12:00 - 14:00

📍 Reels



#HowToTutorial  
#HowTo #LifeHack  
#GameChanger  
#BusinessTips

Mon  
12

### Share An Office “Day In The Life”

Curious about what a typical day looks like at [company name]?

Come join us for a day in the office!

From our first morning coffee and team meetings to the end-of-day wrap-up, we’re giving you a glimpse behind the scenes! ☕

🕒 12:00 - 14:00

📍 TikTok



#Dayinthelife  
#Behindthescenes  
#Workmode #DIML  
#DailyRoutine #OfficeLife

### Q+A

Add a frequently asked question from your previous post

ADD AN IN DEPTH ANSWER TO THAT QUESTION IN THIS SPACE.

Wed  
14

### Answer Customer FAQs

Last month, we launched [insert product or service] and since then, we’ve been getting questions about how to get the most out of it.

Today, you’re in luck. We’ll be going live to answer all of your questions about our exciting product.

Don’t miss this captivating chat! If you’ve got a question you want answered, leave it in the comments below and we’ll get to it in the chat 🙋

#LiveQandA #BusinessOwner  
#Entrepreneur #Smallbusiness #FAQs

### Inspiring Quote

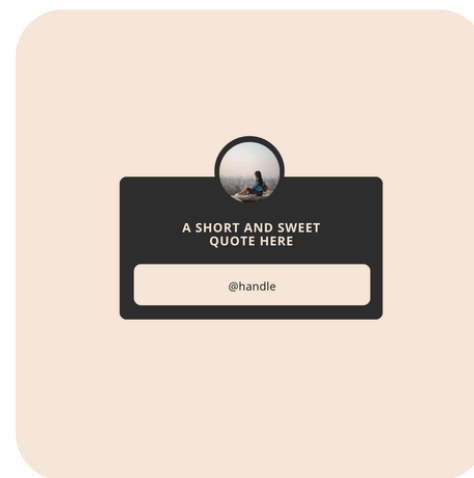
Sometimes you just need a little added motivation, and this quote has us feeling inspired.

We love this quote from [name of source] because [explain what you love about it].

Here’s to another week of kicking goals and working hard! 🌟

🕒 09:00 - 09:30

📍 Stories



#WorkMotivation  
#DailyMotivation  
#InspiringQuote  
#WorkInspiration



Tue  
13

Thu  
15

- 🕒 Best time to post
- 📍 Carousel

### Share An Industry Fact

#IndustryInsights #TheMoreYouKnow #FunFact #DidYouKnow



BUY ONE

GET ONE



Fri  
16

### Buy One Get One (BOGO) Offer

We'd be nothing without our amazing community, so today we're celebrating you with an exclusive BOGO offer! 🎁

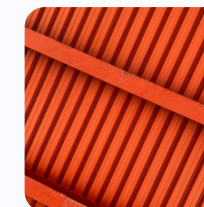
When you purchase [product or service], we're giving you a second one free!

Get in quick! This limited offer won't last long! [CTA to website].

Sat  
17

### What We're Watching

#WhatWereWatching #StaffRecommendations #TVShows



Sun  
18

### Podcast Recommendation



#PodcastLove  
#PodcastRec #ListenNow  
#PodcastsOfTheMonth



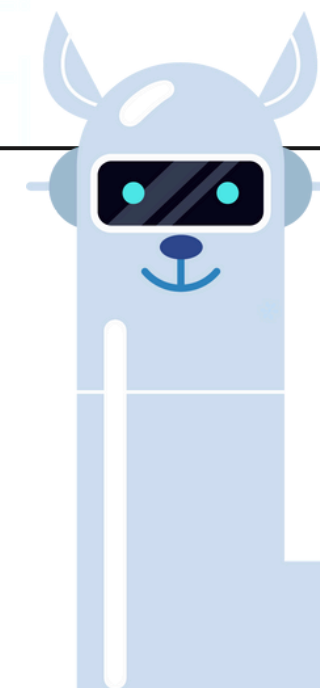
Hmmm... It looks like you're missing a few captions!

### Your Ultimate Social Media Wingman, An AI Caption Generator!

Save time and effortlessly craft captivating captions for Instagram, Facebook, LinkedIn, TikTok, and Pinterest.

Let AI turn your ideas into engaging content with perfect length, relevant hashtags, and compelling CTAs.

[Try AI Captions for FREE!→](#)



Mon  
19

🕒 09:00 - 09:30

📍 Reels

### September Goal Setting

#MonthlyReflections #MonthInReview #GoalSetter #BusinessWins #BusinessGoals #Septemgoals



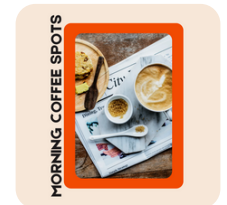
Tue  
20

🕒 09:00 - 09:30

📍 Live Stories

### Favorite Coffee Spots

#CoffeeAppreciation #CoffeeLovers #BestCoffeeSpots #CoffeeAddict



Wed  
21

🕒 09:00 - 09:30

📍 Static Post

### Recent Blog Post

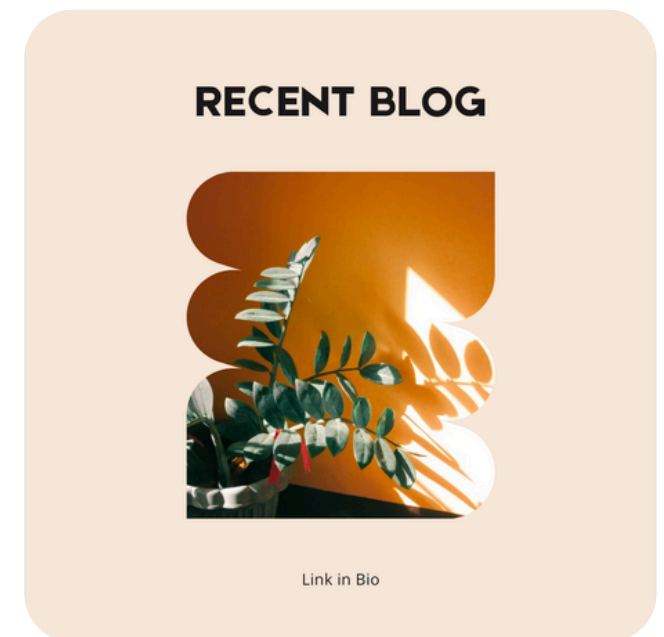
Last week on the blog, we tackled the interesting subject of [insert topic].

In the blog, we touch on [list 2 to 3 key takeaway messages or benefits learned from reading the blog post].

Curious to know more? Head here [insert blog link] to read more!

#### Content Tip:

Drive traffic to your blog post by sharing the link sticker on Instagram Stories.



Thu  
22

🕒 12:00 - 14:00

📍 Reels

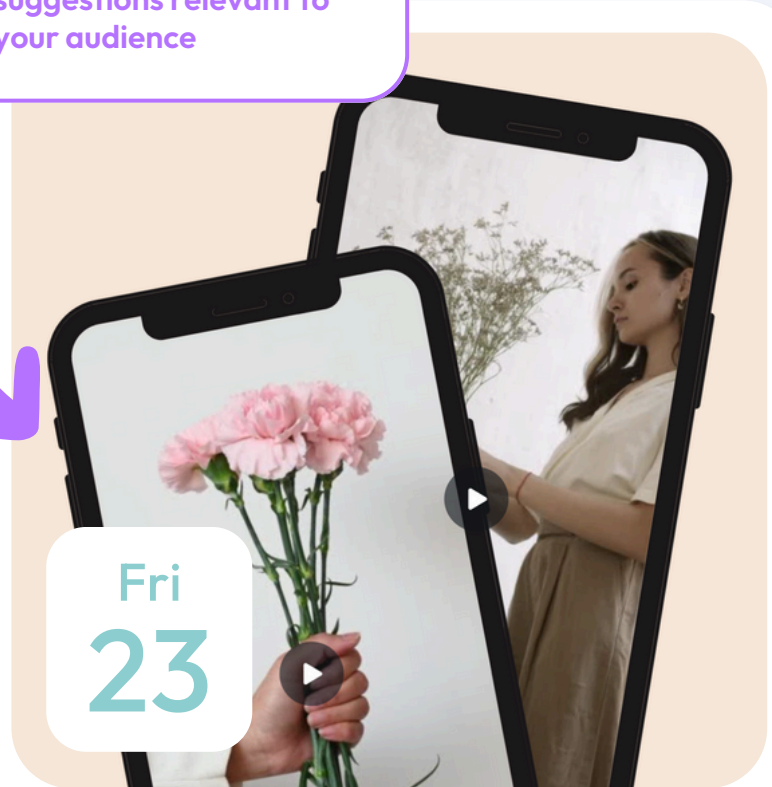
### Highlight a Unique Product Feature

#Uniqueproducts #Innovativedesign #Productdevelopment #Tryittoday





Alternatively, make book suggestions relevant to your audience



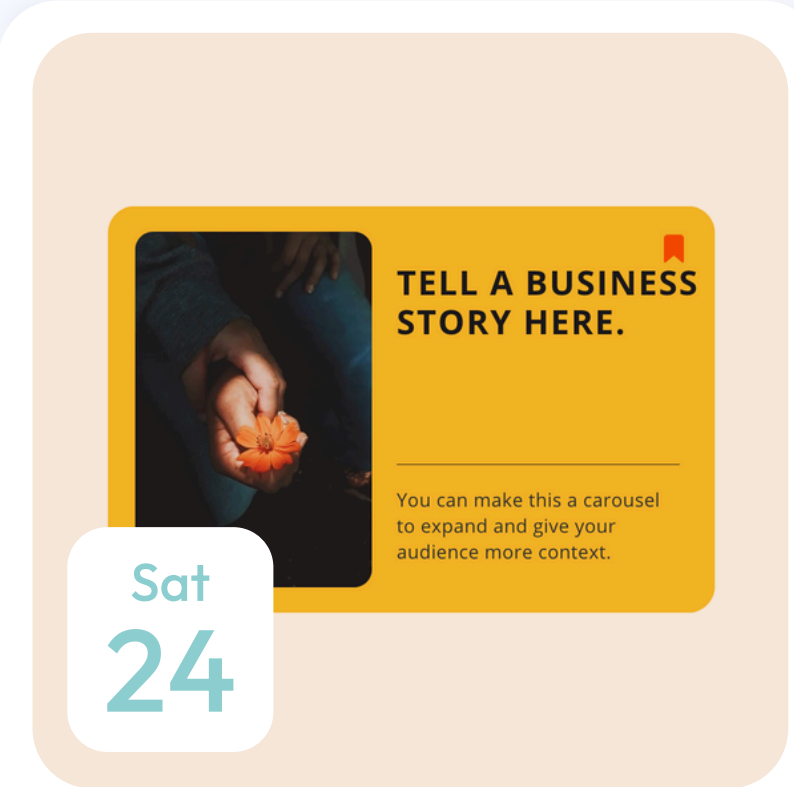
### Create a Moodboard

This month, we're feeling inspired to let the seasons bring a new aesthetic to our products and packaging.

We're sharing our latest moodboard that will be shaping our vision for the launch of upcoming products and next month's packaging. 🌿🍂

Let us know what catches your eye and what inspiration you're taking from the seasonal change 🍁

#MoodBoard #MoodInspiration  
#InspirationBoard



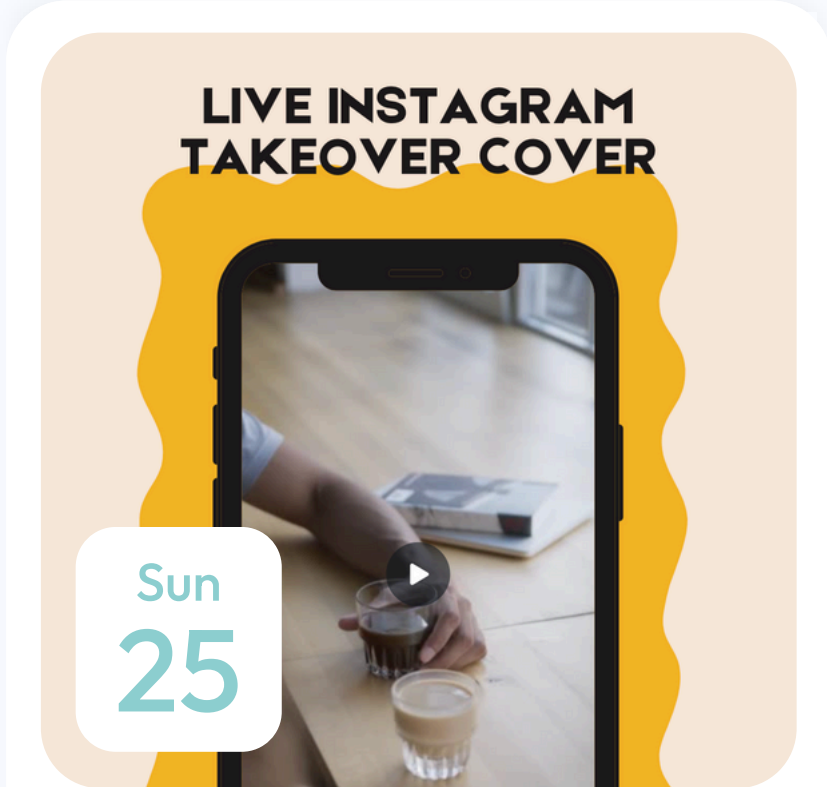
### Product Sustainability Highlight

We're committed to a sustainable future which is why we place a great focus on how our products are made.

[List in dot points what makes your products sustainable or environmentally friendly].

Together, we have the power to change the world and it starts by making smart consumer choices that make the planet a priority 🌍

#Sustainability #Ecofriendly  
#Ethicalbrands #Ecoconscious



### Influencer Social Media Takeover

It's your lucky day because we have the honor of having [tag influencer] take over our socials for the day!

Get excited because this is going to be a fun ride!

They'll be taking you through their daily routine and how they make [insert product or service] a staple in their lifestyle.

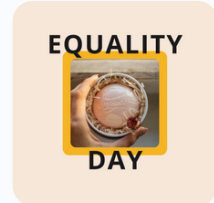
Follow along their journey via our Stories to see what they get up to today 👁️

Mon  
26

- 🕒 Best time to post
- 📍 Carousel

### National Women's Equality Day

#NationalWomensEqualityDay #FemaleOwnedBusinessSpotlight #AugustFavorites



Wed  
28

### Wellness Wednesdays

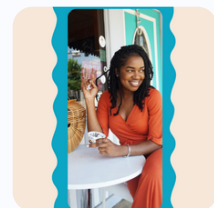
#WellnessWednesdays #HappyMindHappyLife #WorkLifeBalance #SelfCareTips #Mindfulness



Thu  
29

### BTS of a Recent Team Event

#BehindTheScenes #TeamMeeting #GoodVibes #TeamWork



Fri  
30

### Tease an Upcoming Product

#SneakPeek #ProductTeaser #ComingSoon #StayTuned #LaunchingSoon



Sat  
31

### Monthly Reflections



**HOT OFF THE PRESS!**

Don't miss out, snag your discount now!?

OH OK

Tue  
27

### Host a Flash Sale

Been wanting to get your hands on [product name]? Well, now's your chance!

[Explain the key features of your sale, such as % off or any discount codes you're running].

Don't miss out because this one is for a limited time only!

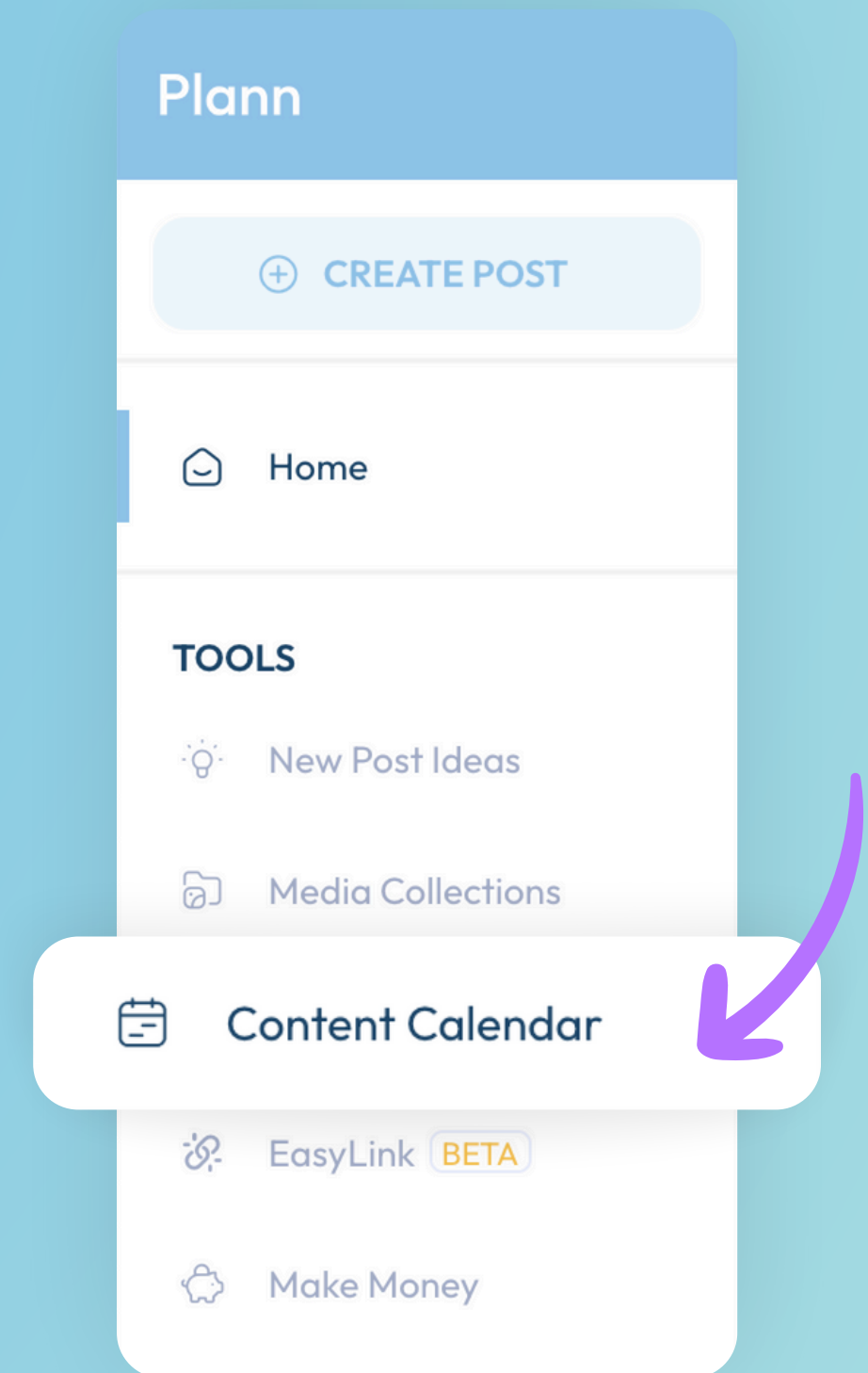
Follow the link in our bio and get shopping! 🛒



## Can't see everything you're after? Fear not!

Jump directly into your Plann workspace today and visit the [Content Calendar](#) tab for the full range of calendar events + dates of note.

Pick and chose from our range of done-for-you content; from caption prompts to hashtag sets, even a range of professional free stock images hand-selected for the date in question.



# Want more?

Post Your Content Across Multiple Channels

PRODUCT FUN FACTS

Free Stock Images & Videos

01 January: New Year's Day

Create Content For:



CHOOSE ROYALTY-FREE CONTENT:



Done-For-You Caption Prompts

SOCIAL STARTER

Diving into 2024 with determination and purpose! 🍀👉 This month we're focusing on [insert goals]. We can't wait for you to share your January goals with us. Comment below and let's kick some goals together! 🍀

Copy to clipboard

NEW YEAR'S DAY HASHTAGS

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

Save as hashtag set

#socialmediamanager

#sweettreats

💡 Make it your own! Use a template to create a TikTok highlighting some of your goals for the month.

💡 Make it your own! Repurpose this as an Instagram Reel.

CANCEL

ADD

Repurposing Tips

Done-For-You Hashtag Sets