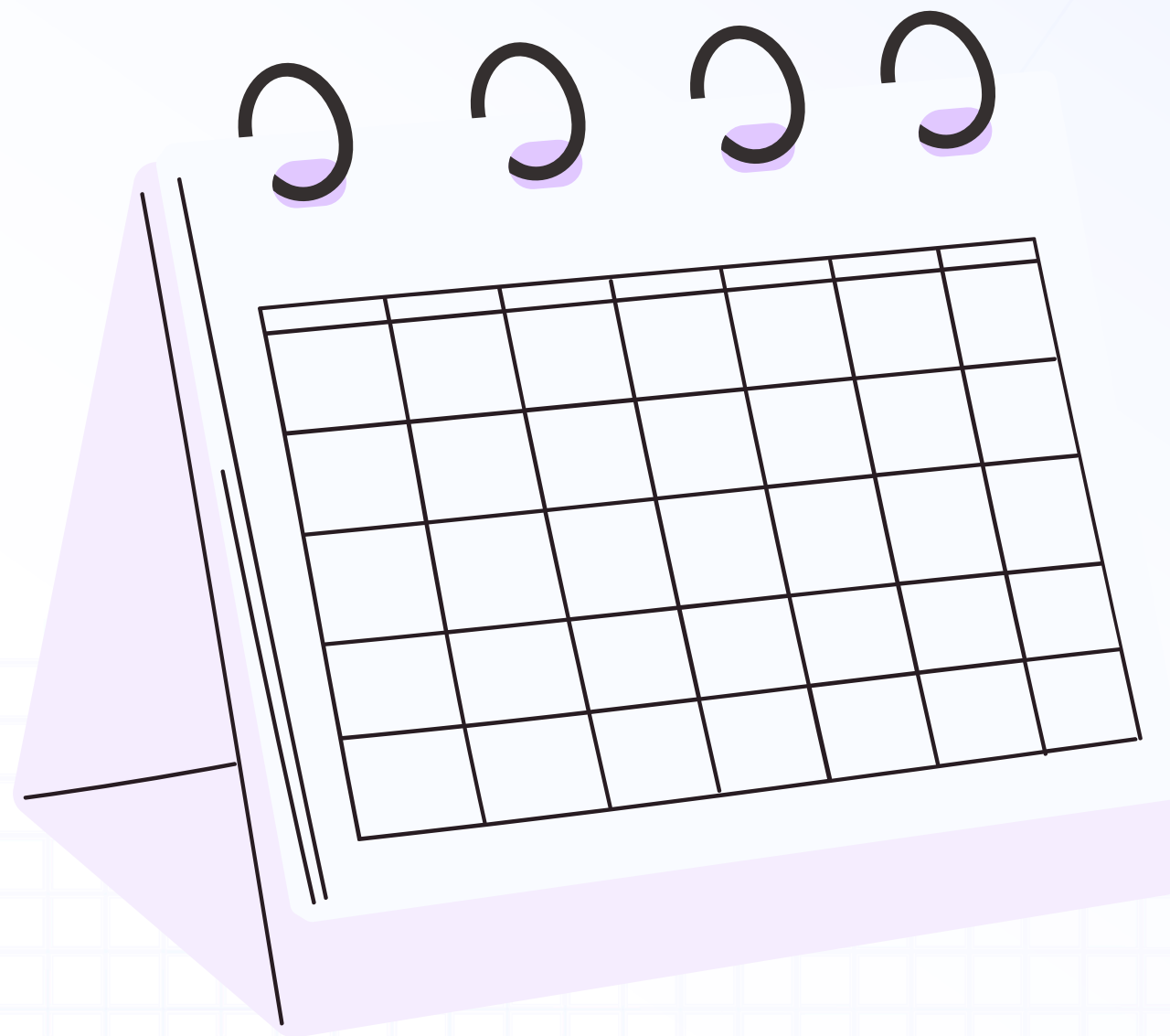


2024

Plann



September

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



September Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Sun
1

🕒 09:00 - 09:30

📍 Reels

September Goals

#NewMonth #FreshStart #WorkMotivation #KickingGoals #NewGoals



Mon
2

🕒 12:00 - 14:00

📍 Carousel

Industry Insight

Curious about [insert topic]?

Today, we're bringing you the top five things we wish we'd known about [insert industry topic] and the things we've learned along the way.

Get ready to learn something new as we dive into this important topic!

Content Tip:

Create a carousel sharing five key learnings and insights on an industry topic.



Tue
3

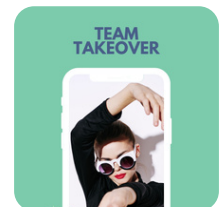
🕒 Best time to post

📍 Stories

Team Takeover



#TeamTakeover
#BehindTheScenes
#MeetTheTeam
#OfficeLife



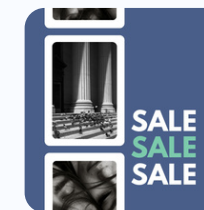
Wed
4

- 🕒 Best time to post
- 📍 Static Post



Labor Day Sale

#LaborDaySale #LaborDayWeekend #SmallBusinessAppreciation



Thu
5

Workstation or Office Set Up

As they say, a cluttered desk is the sign of a cluttered mind, so we're all about a productive workspace! 🖥️

Come with us as we take you BTS of our office workstation, aka the place where all the magic happens. 🌟

What's essential for your workstation? Let us know!

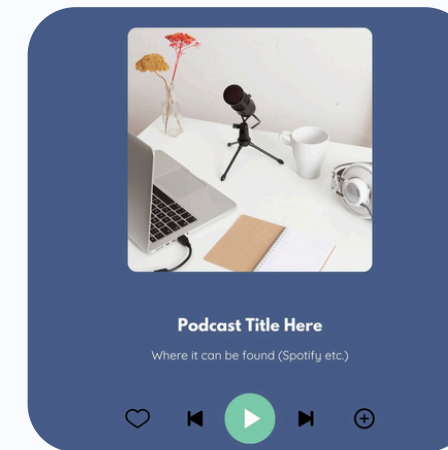
Fri
6

Podcast Recommendation

Whether it's on the drive home or some quiet time at the desk, we love a good podcast 🎧

From entertainment to industry news, beauty, health, and creative arts, there's something for everyone. That's why we've rounded up five of our favorites that are sure to keep you entertained. 🎙️

Got a podcast you think we'd love? Share it in the comments!

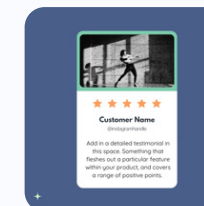


#PodcastLove
#Popculture
#PodcastsOfTheMonth

Sat
7

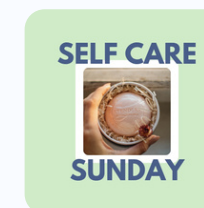
Share a Customer Testimonial

#CustomerTestimonial #CustomerExperience #HappyCustomer



Sun
8

Self-care Sunday



Mon
9

Product Unboxing

Who else gets ASMR tingles from unboxing videos? 😊

We pride ourselves on our packaging here at [insert company name]. We want to make sure that every time you open a package from us, the occasion is memorable.

Pop in at [store location] or check out our online store now via the link in our bio & get your tingles on!

🕒 12:00 - 14:00

📍 Reels



#ASMRsounds
#Unboxing
#UnboxingVideo

NEVER FORGET THE
SMALLEST ACT OF
SERVICE, THE
SIMPLEST ACT OF
KINDNESS, IS A WAY
TO HONOR THOSE
WE LOST,
A WAY TO RECLAIM
THE SPIRIT OF
THAT
WED 9/11

Wed
11

9/11 Commemoration

Today is an important date in the calendar, one in which we all come together in solidarity and remembrance.

From all of us at [company name], we'd like to pay tribute to the lives lost, the heroes who emerged, and the resilience that unites us as a nation. 🌿



#911Commemoration
#NeverForget #UnityInStrength
#HonorAndRemember

Tue
10

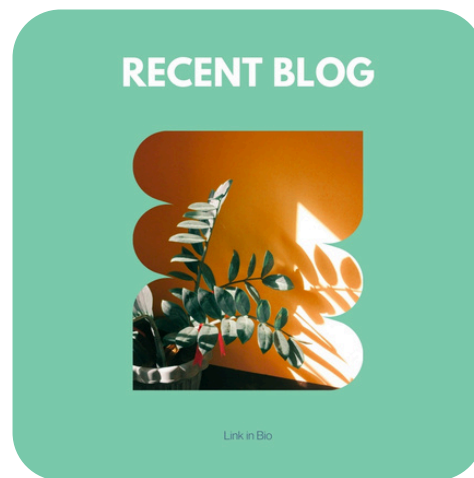
Repurpose a Recent Blog Post

Did you catch our latest blog? It was a good one!

Packed full of the latest tips, industry insights, and advice, we guarantee it will help you [list 2-3 takeaway messages or benefits of reading this blog post]. ✍️

Want to learn more? Head to the blog to discover all you need to know about [insert blog topic].

Got a topic you want us to cover in the next blog? Let us know in the comments below!



#BlogPost
#BlogPromo
#ReadMore
#BusinessTips



Thu
12

🕒 Best time to post
📍 Carousel

Share Product Tips

#ProductTips #HowToGuide #ProductDesign



Fri
13

Company Event BTS

You're in for a treat! Recently, we had the joy of attending [insert company event].

[List things that you did at the event or key takeaways for the team].

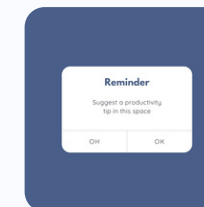
It was an incredible day, one full of learning, fun, and great teamwork! ❤️

Sat
14

Productivity Hack



#Getorganized
#Planningcommunity
#Stayorganized
#ProductivityTips
#ProductivityHacks



Sun
15

Host A Product Giveaway

#Giveaway #EnterToWin #ProductGiveaway #Freebies



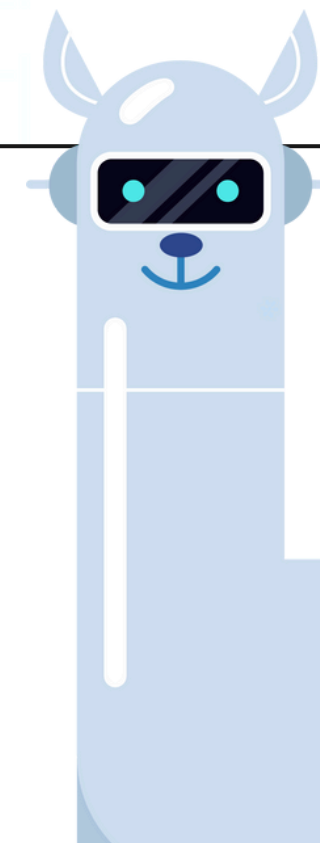
Hmmm... It looks like you're missing a few captions!

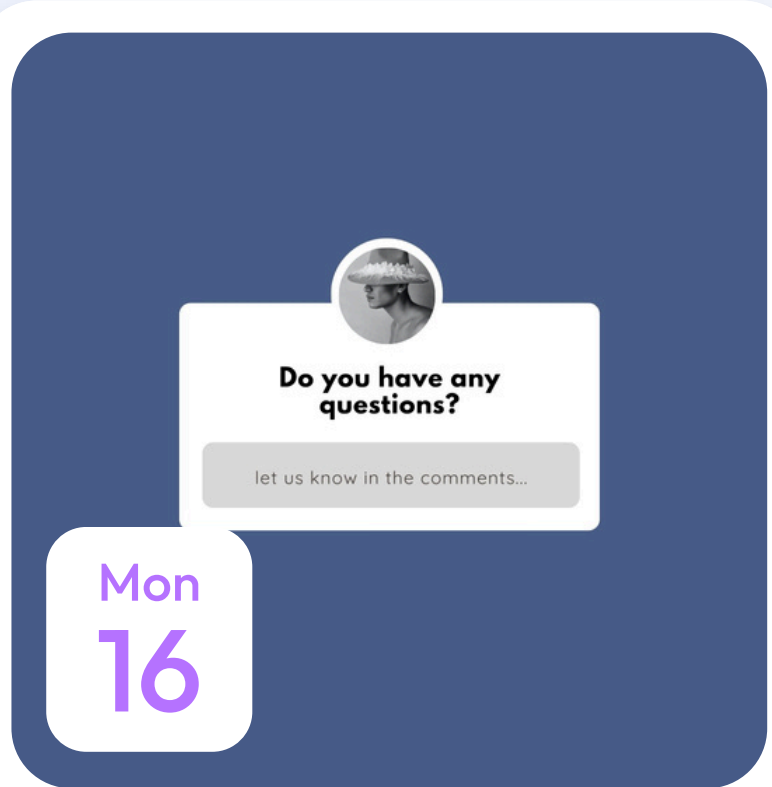
Your Ultimate Social Media Wingman, An AI Caption Generator!

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!→](#)





Motivational Quote

Put your hands up if you need just that extra little nudge of motivation today? Yep, we hear you.

We've been loving this quote from [source] because [explain why this quote resonates with you and your team].

Be sure to save this post for those days when you need that extra bit of encouragement. You've got this! 🙌

#InspiringQuote #WorkWeekMotivation #MotivationalQuotes

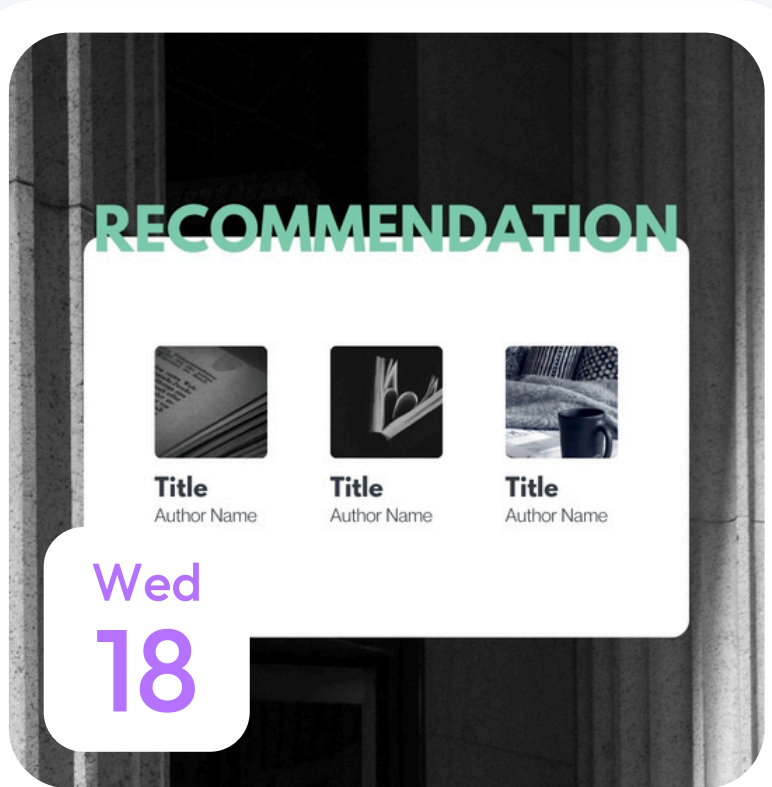


Create a Simple How-to Guide

If you've been wanting to learn more about [topic], now is the time! Say hello to our incredible [name of how-to guide]. 🙌

Covering everything you need to know about [list topics that will be covered and solutions you will be providing to common problems].

It might seem challenging, but this how-to guide is guaranteed to see you master the skills in no time!



What We're Watching

With so many great new TV shows and movies arriving every week, the hard part is choosing which one to watch! 📺

We're sharing our team's current binge-worthy watchlist to help sort you out for your next TV viewing night.

What's on your watchlist this month? Share your viewing recommendations below 🙌

🕒 09:00 - 09:30 📍 Carousel

Thu 19

Add a frequently asked question from your previous post

Add an in depth answer to the question in this space.

Go Live for Audience FAQs

Got some burning questions about [insert topic, product, or business problem]?

Today, we'll be tackling them all with a special Instagram Live.

Be sure to pop your questions in the comments below so we can get to them and join in the conversation!

- #FAQ
- #FrequentlyAskedQuestions
- #ExpertAdvice #ExpertTips



Fri 20

Top Industry Trends Round-Up

With an endless cycle of content, keeping up with the latest industry news and trends can be challenging.

That's why we've rounded up our favorite blogs, websites, and social accounts to keep you in the loop!



[Insert recommendations]

What's your go-to source of the latest industry trends? Let us know in the comments!

🕒 12:00 - 14:00

📍 Carousel



- #IndustryExperts
- #IndustryTrends
- #IndustryNews
- #Recommendations

Sat 21

Funny Meme

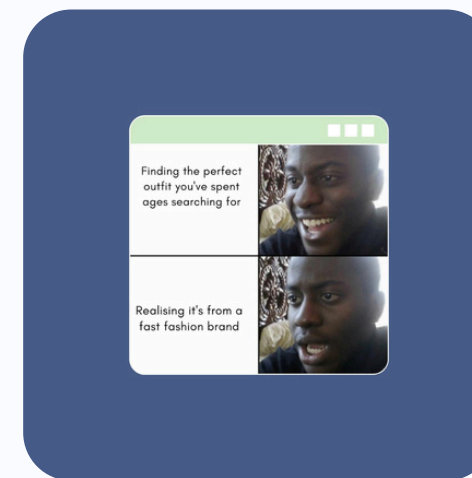
This had us in stitches all day long, so if you're in need of a laugh - you're in luck



This meme from [source of meme] is way too relatable. [Explain why you're resharing and how it relates to you and your audience].

🕒 12:00 - 14:00

📍 Static Post



- #MemeOfTheDay
- #FunnyMeme
- #Memes
- #RelatableMemes

Sun
22

🕒 09:00 - 09:30

📍 Reels

Share a Feature Highlight

#ProductFeature #ProductLove #DidYouKnow #ProductHighlights



Mon
23

🕒 12:00 - 14:00

📍 Carousel

Repurpose UGC

#UGC #UserGeneratedContent #CustomerContent #HappyCustomers



Tue
24

🕒 09:00 - 09:30

📍 Stories

Tease an Upcoming Launch

We can barely contain our excitement...yep, something BIG is coming soon!

Content Tip:

Using the question sticker on Instagram Stories, ask audiences to guess what product may be launching.

While we can't give away too many details, what we will say is [give a clue as to what the product is in terms of its features, solutions provided, or the problem area it addresses].

Any guesses as to what it is? Drop them in the comments below. And stay tuned, this is one launch you don't want to miss!



Wed
25

🕒 12:00 - 14:00

📍 Stories

Promote A Local Business

#Recommendation #PopCulture #RecommendationOfTheMonth



Thu
26

Book Recommendation

Calling all fellow book lovers! This month, our team has been enjoying a range of titles, from fiction to biographies and even a murder mystery!

If you're looking for your next book recommendation, you're in luck. Here are some of our favorite books for the month 📖

Happy reading!

🕒 **Best time to post** 📍 **Reels**



#BookRecommendations
#BookLovers
#BookPicks
#GoodReads



Share Your Office Playlist

Need some new tunes for your office space? We've got the perfect playlist for you! 🎵

We can't stop listening to [insert three songs and their artists that are on the playlist] here at [company name] HQ.

This playlist is stacked with our favorite tracks, productive jams, and groovy tunes to keep you motivated on your work day.

Listen now [link or CTA] 🎧

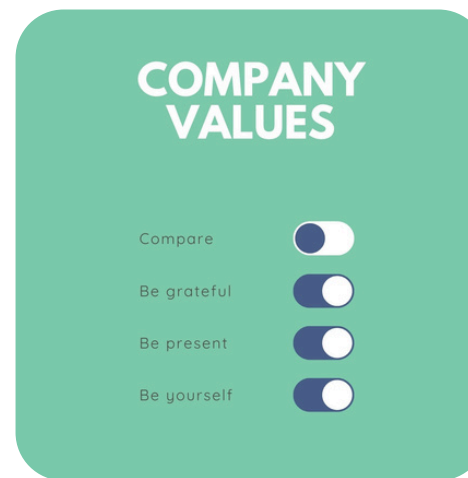
Fri
27

Explain a Company Value

Central to any workplace are core values, and one value we're passionate about here at [company name] is [name of value]. ❤️

Why? [Explain what this value means to your company and how you put it into practice on a day-to-day basis running your business].

🕒 **Best time to post** 📍 **Carousel**



#Values #Teamwork
#CompanyValues
#TeamValues
#CompanyCulture

Sun
29

- 🕒 Best time to post
- 📍 Static Post

Share a Business Lesson You've Learned

#BusinessTips #BusinessLessons #LessonsInBusiness #BusinessLearnings



MONTH IN REVIEW



Mon
30

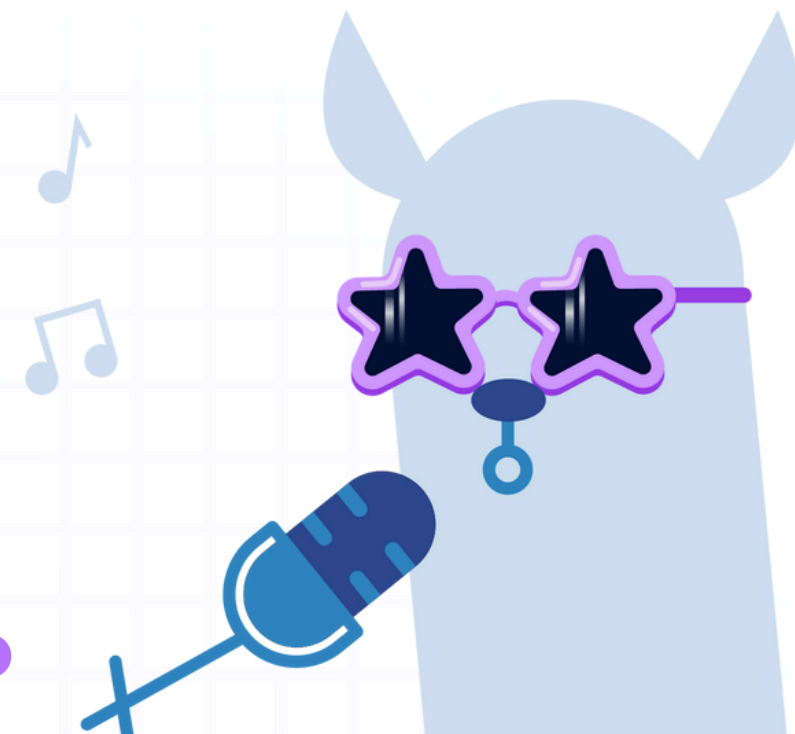
End of Month Reflections

And just like that...September is over and October is right around the corner! 🎉

This was a huge month for us, full of big wins, exciting new products, lessons learned, and valuable insights gained from our incredible community ✨

Here's what we're taking away from the month that's been: [share a few reflections with your audience].

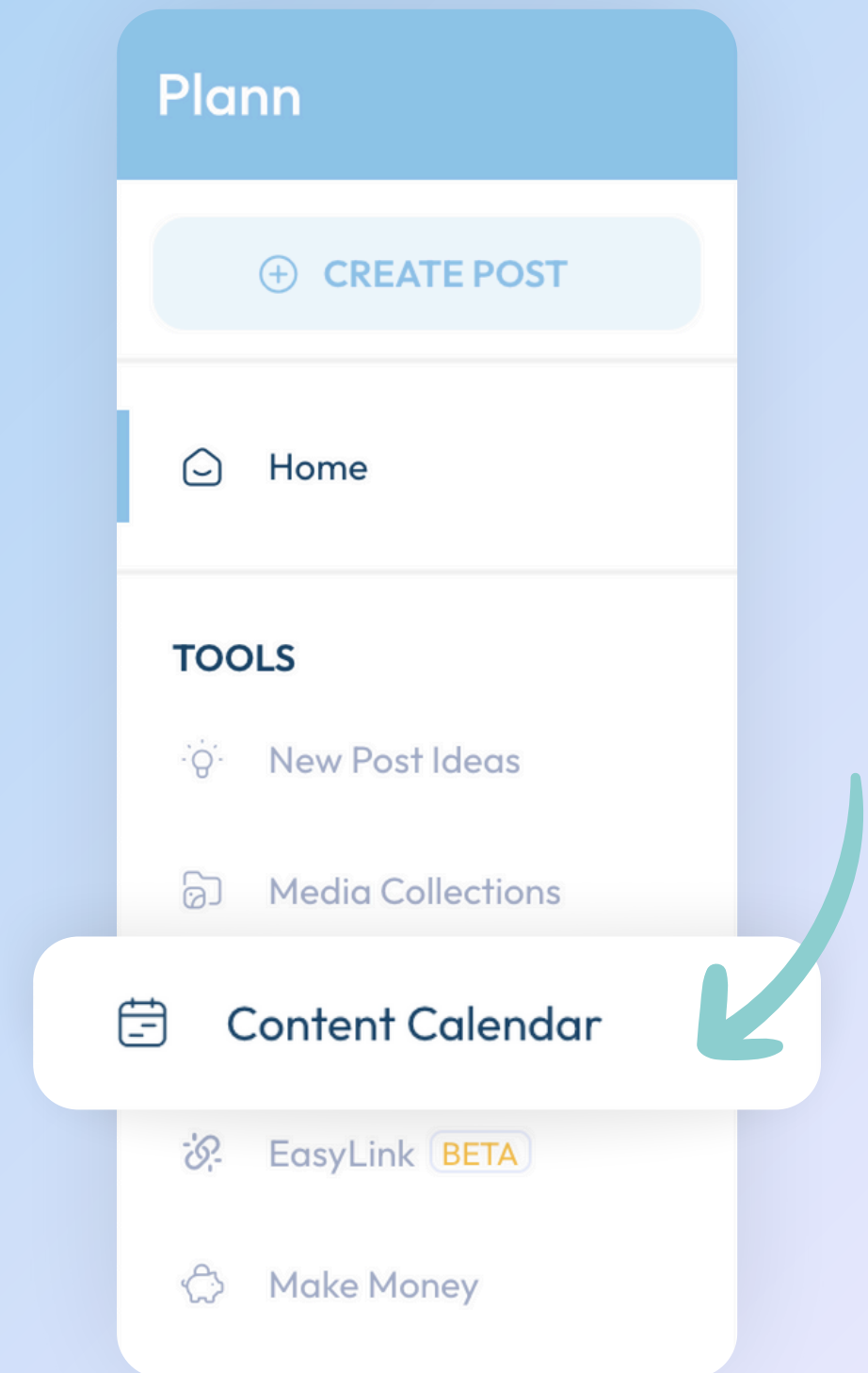
Ready to start Plann'ing?



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