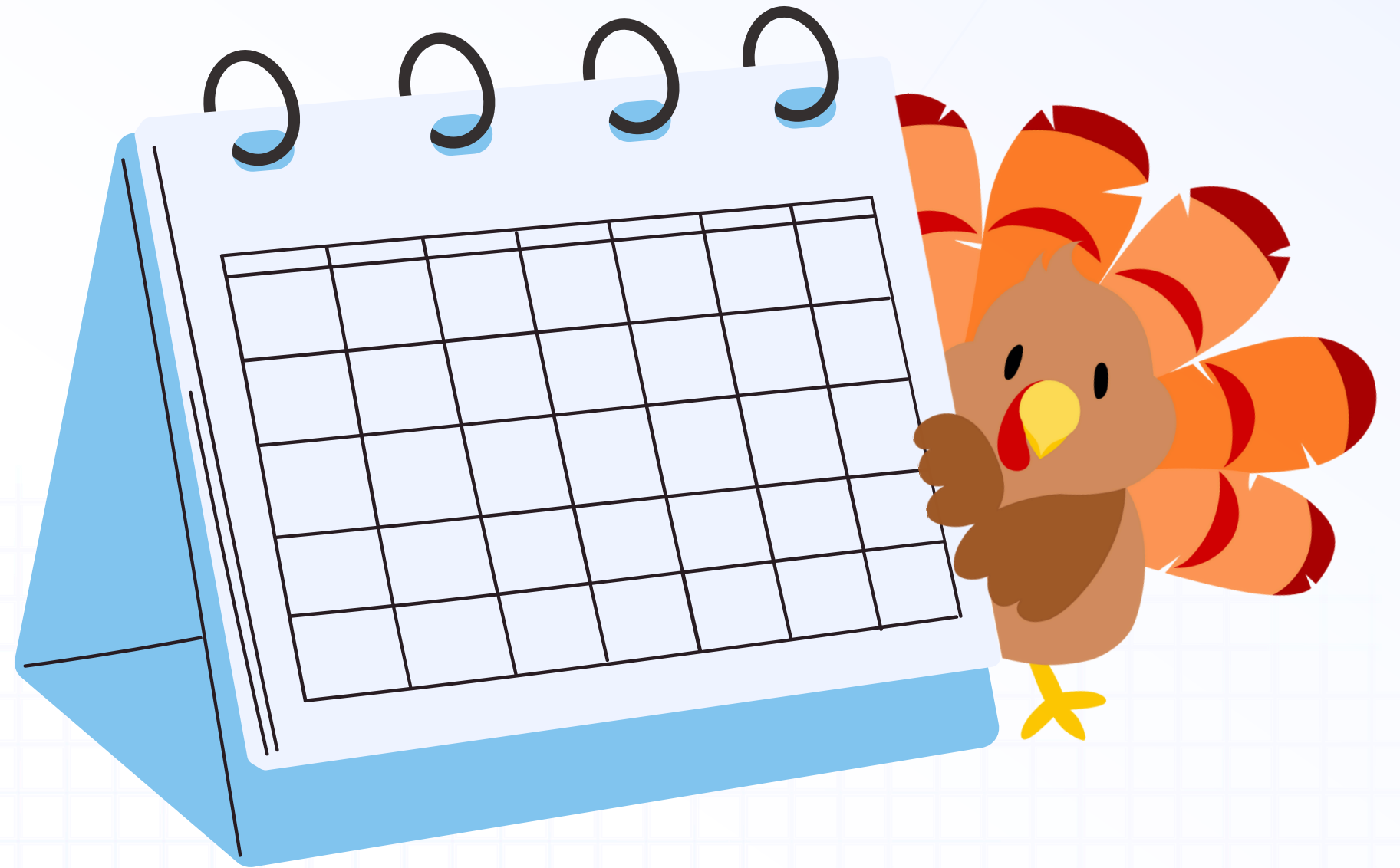


2024



November

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



November Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Fri
1

🕒 09:00 - 09:30

📍 Static Post

Product Comparison



#ThisvsThat #SpotlightOn
#ProductComparison
#ProductRecommendations



Sat
2

🕒 12:00 - 14:00

📍 Stories

UGC Spotlight

Another day, another slay from one of our [brand] customers, [social handle]! ❤️

We're head over heels for all the beautiful posts about our [product] we've been seeing lately.

Tag us [branded hashtag] to be featured!

Content Tip:

Share a Reel from one of your followers to your Instagram Story.



Sun
3

🕒 Best time to post

📍 Static Post

Google Calendar Meme

#GoogleCalendar #FunnyMemes #RelatableMeme #SmallBusinessLife



BEFORE /AFTER

Mon
4



Office Before and After

Once upon a time, this was our office... oh, how things have changed! From [old feature or location] to [new feature or location], we're proud of how far we've come and how [brand] has grown over the years! 🥳

If your set-up still looks like the before picture, we can't wait to see how your business evolves over time!

Content Tip:

Share an old photo of your office and compare it to your office now in an Instagram carousel post.

Tue
5

Would You Rather Poll

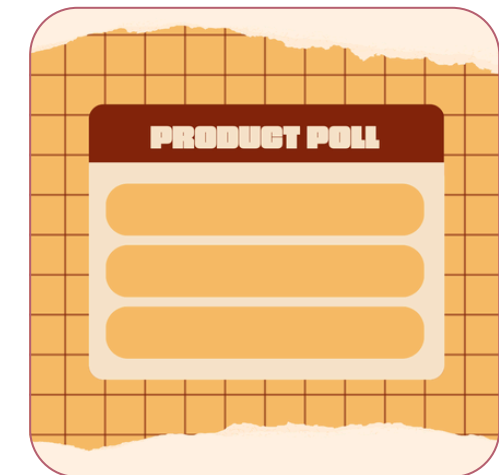
Let's play would you rather, [brand] edition!

[poll with 2 x options relating to your product or niche.]

Oof, this is a tricky one if you ask us... but if you HAD to choose, which one would you pick?

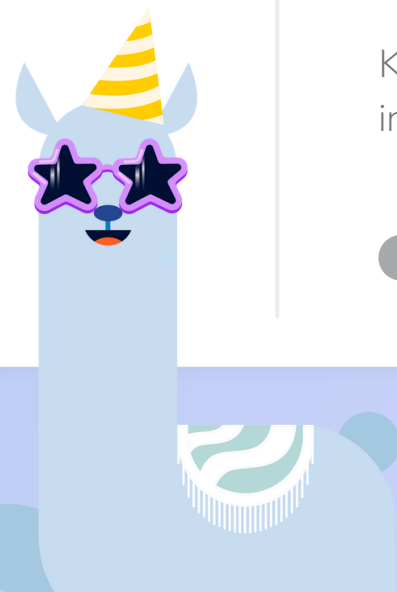
Plead your case in the comments. 🙊

🕒 **Best time to post** 📍 **Stories**



#WouldYouRather
#ThisorThat
#PollTime #TalkToUs

Wed
6



Employee Spotlight

Meet [employee], our incredible [role]!

You might have seen this friendly face around here, starring in some of our videos, so we thought it was time to properly introduce you to [him/her/them].

Keep watching to get to know [employee], including a few little-known facts! 🙌

🕒 **12:00 - 14:00** 📍 **Reels**



#EmployeeSpotlight
#MeettheTeam
#GetToKnowUs
#EmployeeProfile

Thu
7

- 🕒 Best time to post
- 📍 Static Post



How We Give Back

#GivingBack #Charity #CharitableBusiness #SocialResponsibility



Fri
8

Share Your Best Reviews

We're blushing over these kind words from our happy [brand] customers! 😊

It's safe to say reading your sweet reviews never gets old! We've got over [number] awesome people in our [brand] gang and we love each and every one of you. 🥰

Sat
9

The Inspo vs the Product

How it started ➡️ how it's going...

If you've ever wondered what the process of designing a [brand] product looks like, it always starts with some really great inspo. Here's what our mood boards for [product] looked like.

How do you think we did - is the execution as good as the concept?

- 🕒 Best time to post
- 📍 Reels



#InspirationVsReality
#ProductInspiration
#Inspo #VisionBoard

Sun
10

What's in Our Work Lunch Boxes?

#WhatIEatInADay #BehindtheScenes #OfficeCulture #LunchBoxReview



Mon
11

Products in Beautiful Places



Tue
12

🕒 09:00 - 09:30

📍 Reels

Relatable Niche Reel

#Relatable #BusinessMemes #RelatableMeme #Trending



Wed
13

🕒 14:00 - 16:00

📍 Carousel

World Kindness Day

#WorldKindnessDay #ItsCoolToBeKind #KindnessQuotes #InspirationalQuotes



Thu
14

🕒 09:00 - 09:30

📍 TikTok

Products For Every Budget

Want a little bit of [brand] in your life, but not sure where to start? From spare pennies to a bigger chunk of change, we've got something for every budget.

Let's see what's on offer! ✨

#ProductPicks #BudgetFriendly #OurTopPicks

Content Tip:

Break down your top product options for different budgets as a TikTok Photo Mode post.



Fri
15

🕒 12:00 - 14:00

📍 Stories

November Goals Tracking

#NovemberGoals #GoalSetting #GoalProgress #BusinessGoals

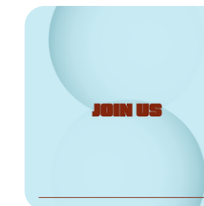


Sat
16

- 🕒 Best time to post
- 📍 Live Stories

Live Q&A

#InstagramLive #BusinessUpdate #DayInTheLife #SmallBusinessOwner



PLAYLIST

Sun 17

HOST

November Office Playlist

The office stereo has been *blasting* lately with tune after bangin' tune, thanks to our team Spotify playlist!

From pop to country to techno and everything in between, here's what made the musical cut in November.

Swipe to see our songs of the moment, and who's responsible for what! 🎵😂

Mon
18

Little-Known Product Hack



#ProductHack
#DidYouKnow
#ProductSecrets



Tue
19

Day in the Life of Our Intern

#EmployeeTakeover #DITL #InternDayintheLife #BehindtheScenes



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

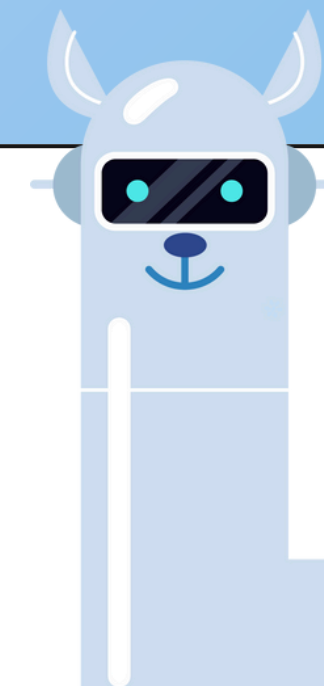


Your Ultimate Social Media Wingman, An AI Caption Generator!

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!→](#)





Business Milestones

2024 has almost come to a close, which is kinda mind-boggling – it feels like just yesterday we were ringing in a whole new year for [brand]!

This year, we've...

[list of 4-8 milestones you have achieved for your business using bullet points or emojis to signpost.]

We can't wait to see what else we'll achieve in the next month and a half before we kick off 2025 with a bang! 🌟



Podcast of the Month

[employee] is one of our [brand] office podcast buffs – [she/he/they is/are] always giving the best recs!

If you're in need of something new to audio binge this holiday season, or just want to spice up your commute to work, here are a few of [her/his/their] must-listens! 🎧

Which one are you going to listen to next?



How We Make Our Best-selling Product

Ever wonder how the sausage gets made? Yeah, we know you do... it's only human nature!

Because we're nosy like that too, here's your exclusive insight into the process of creating our bestselling [product] from start to finish.

Which part of the process is more surprising – [A or B - highlight two funny or surprising moments from the video/process]?!

Sat
23

🕒 12:00 - 14:00

📍 TikTok



National Espresso Day

#NationalEspressoDay #CoffeeOrders #Coffee #MeettheTeam



Sun
24

🕒 09:00 - 09:30

📍 Static Post

24-Hour Giveaway

#Giveaway #ProductGiveaway #EnterToWin



Mon
25

🕒 09:00 - 09:30

📍 TikTok

5 Mistakes We Made When Starting Our Business

Everyone knows that starting a business is tricky, and our journey has had its fair share of stumbles, mistakes and wrong turns.

Sooo, we thought we'd tell the internet about it... what could go wrong?

Here are five of the top mistakes we made in the early days of running [brand] and what we'd do differently now.

Content Tip:

Create a TikTok Photo Mode post outlining 5 mistakes you made in your business's early days.

MISTAKES WE'VE MADE

LET'S TALK ABOUT SMASHING GOALS



Tue
26

🕒 12:00 - 14:00

📍 Live Stories

Cooking With [Employee]

#CookWithMe #CookingTutorial #OfficeSnacks #LetsCook



Wed
27

- 🕒 Best time to post
- 📍 Carousel

What's On Your Cyber Monday Wishlist?

#CyberMonday #ProductWishlist #CyberMondayWishlist #WantToBuy



Thu
28

Happy Thanksgiving

Happy Thanksgiving, [brand] fam! 🦃🍂🍷❤️

Today we're thankful for the [brand] team, and all of you, our wonderful customers!

We'll be offline all day sharing a meal and lots of gratitude with our nearest and dearest. We'll see you again tomorrow for one of our favorite days of the year!

- 🕒 Best time to post
- 📍 Static Post



#Thanksgiving #Thankful
#HappyThanksgiving
#GobbleGobble

Fri
29

Black Friday Sale

#BlackFriday #BlackFridaySale #DiscountCode #CyberMonday



Sat
30

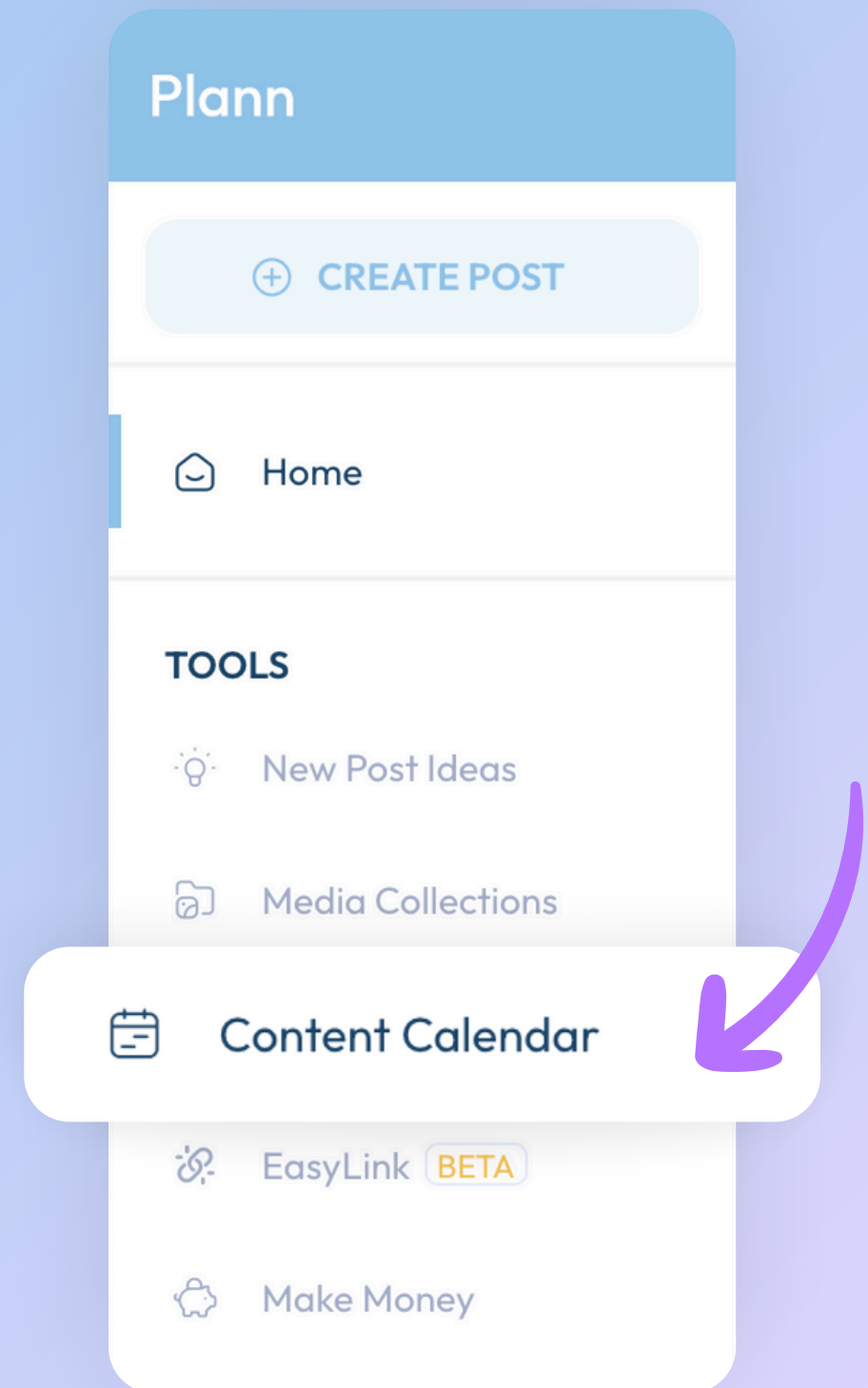
Small Business Saturday



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