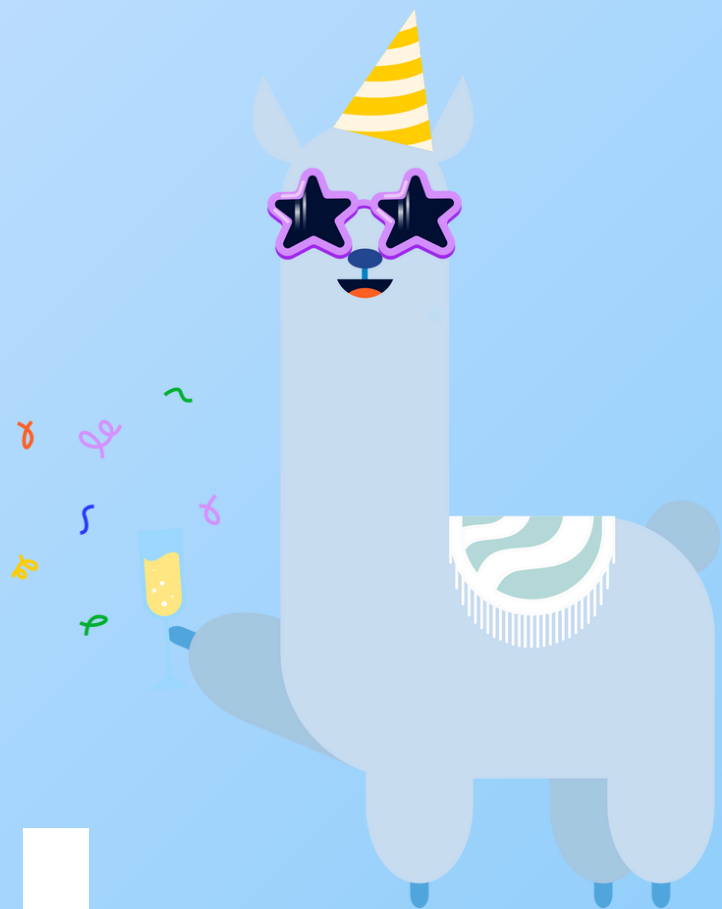


Plann by Linktree*

Jan 2025 Content Calendar

Ready to slay on socials in 2025?





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



January Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Wed
1

🕒 09:00 - 09:30

📍 Static Post

Happy New Year

#HappyNewYear #Hello2025 #NewYears2025 #NewYearsResolutions



Thu
2

🕒 12:00 - 14:00

📍 TikTok

New Year's Goals

There's no better time than the first week of January to start fresh and kick things into high gear to achieve your 2025 goals.

Content Tip:

Collect your team members' 2025 goals and use them for a TikTok Photo Mode post.

We asked the [brand] team to fill us in on their 2025 goals, and some of them are pretty lofty - but we have no doubt they'll achieve them and then some!

What's on your 2025 to-do list?



Fri
3

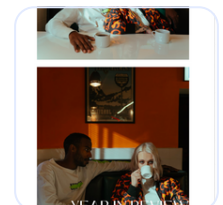
🕒 06:00 - 09:00

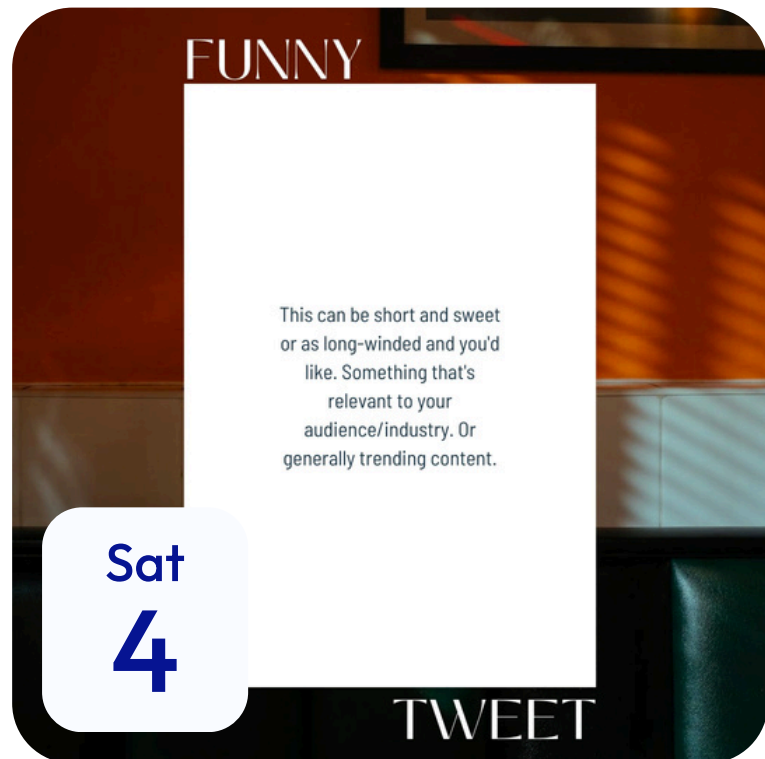
📍 Stories

New Year's Sale



#NewYearsSale
#SaleAlert
#NewYearDeals





Holiday UGC Highlights

The holidays may be over, but we're still living for all the pics you tagged us in! 🙌

Here's a roundup of some of the best snaps you shared with us last month.

If only every month could be as fun as last December was... you'll find us daydreaming about Christmas 2025 until further notice! 🎁



Sun
5

New Year Organization Hacks

Feeling a little scattered after the holidays? [Staff member] has got you covered!

Here are 3 simple organization hacks to start 2025 on the right foot. 📝

[Share 3 easy-to-implement tips - bonus points if they feature your product range.]

🕒 Best time to post 📍 TikTok



#OrganizationHacks
#NewYearNewYou
#OrganizedLife
#ProductivityTips

Mon
6

Branded Phone Backgrounds

New year, new phone backgrounds! If you want to give your phone a quick freshen up, these beautiful [brand] backgrounds will do the trick.

Simply screenshot to save to your device!

Let us know which one's your fave by voting in our poll on the last slide. 🗳️📱

🕒 09:00 - 09:30 📍 Stories



#PhoneBackground
#PhoneWallpaper
#BrandBackgrounds

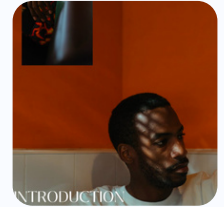
Tue
7

- 🕒 Best time to post
- 📍 Reels



Dry January Mocktail Recipe

#DryJanuary #MocktailRecipe #AlcoholFree #DryJanuaryRecipe #FunDrink



TEAM OUTTING



Wed
8

Product Breakdown

[Product name] has taken the [industry] world by storm ever since it was released on [date/year]. We're pretty proud of it here at [brand] - it's always thrilling when you realize you've created something that resonates deeply with your audience, and best of all, gets them excited.

I thought I'd share a bit about the process of creating [product], and give you some more insight into why it's such a game-changer for our brand.

Thu
9

January Goals with Product

[Product name] - the product you didn't know you needed to achieve those big January goals!

If [topic in your niche] is your goal for the month or the year, [product] will be your new bestie. 🐱

[1 line about how to use the hero product to achieve your goals.]

🕒 12:00 - 14:00

📍 Static Post

THIS



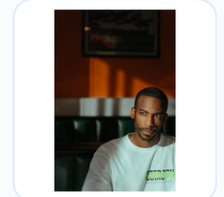
THAT

#GoalSetting
#ProductGoals
#BestSeller
#JanuaryGoals

Fri
10

Winter LinkedIn Poll

#WinterPoll #WinterWonderland #SnowDay #SeasonalPoll

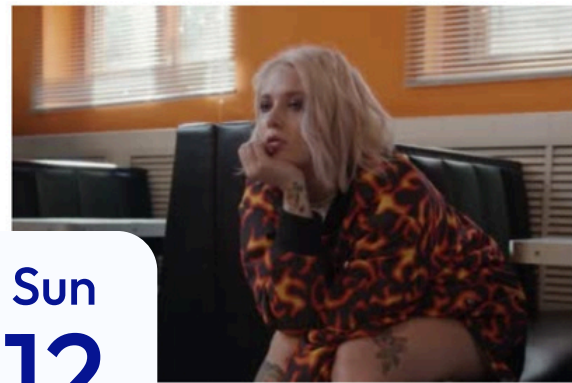


Sat
11

Influencer Collab



SELF CARE



Sun
12

2025 Teaser

We're trying SO hard not to spontaneously combust from excitement at what's to come in 2025! ✨

As a little preview of the year ahead, we asked [founder/CEO] to jump on with [her/his/their] insights.

#QandA #BigThingsHappening
#2025Plans #BusinessGoals
#SneakPeek



Mon
13

January Meme

January, amirite?! 😏

Coming back from Christmas break isn't easy, but someone's gotta keep the wheels turning in this place!

Who else is feeling the post-holiday season blues?

#JanuaryMeme #JanuaryThings
#RelatableMemes #NewYearsGoals
#JanuaryBlues



Tue
14

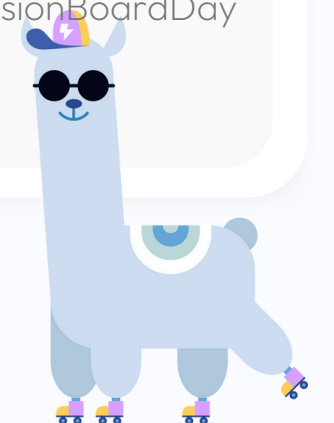
National Vision Board Day

This might be our new favorite holiday... 🥰

Today is National Vision Board Day, so you KNOW we jumped at the chance to get crafty and put our goals down on paper.

Which vision board speaks to you the most?
Bonus points if you can guess whose is whose!

#VisionBoards #NationalVisionBoardDay
#GoalSetting #2025Goals
#Manifestation



Wed
15

- 🕒 Best time to post
- 📍 Reels

Mid-Month Check-In

#MidMonthCheckIn #JanuaryGoals #GoalSetting #Accountability #NewYearsResolutions



Thu
16

Flash Sale on Product

For the next 24 hours, we're giving you [percentage]% off our #1 best-selling product, the [product name]. 🐼

This is the perfect chance to give it a try if you're a newbie, or stock up if it's a personal fave.

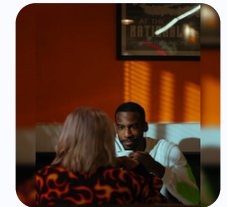
Uh, why are you still here?! The clock is ticking, so head to our website NOW! ⌚

Fri
17

Back to Basics Product Tutorial



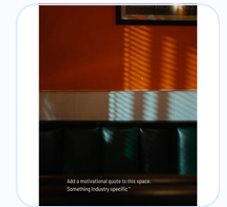
#ProductTutorial
#HowToUse
#BrandTutorial



Sat
18

Get to Know Your Customers Day

#GetToKnowYourCustomersDay #CustomerLove #BrandCommunity



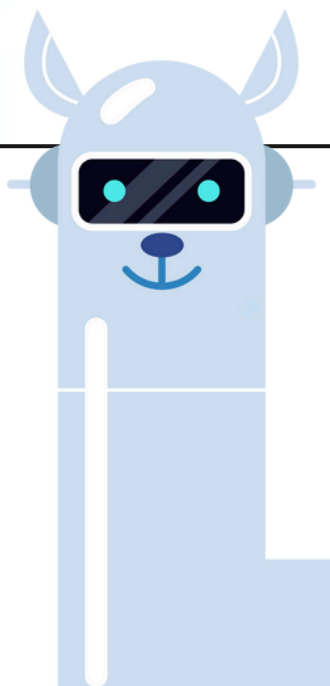
Hmmm... It looks like you're missing a few captions!

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!→](#)



Sun
19

🕒 18:00 - 20:00

📍 Stories

Brand Book Club

#BookClub #VirtualBookClub #WhatWereReading #ReadingGoals #2025Books



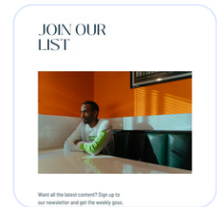
Mon
20

🕒 14:00 - 16:00

📍 TikTok

If Our Brand Was a Person

#BrandPersona #GetToKnowUs #FunnyVideo #BrandMeme



Tue
21

🕒 09:00 - 09:30

📍 Stories

New Collection Drop

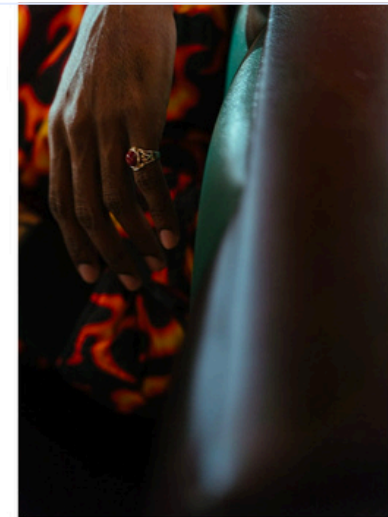
Our latest labor of love has just landed! 🥁

The all-new [brand] collection is here, and it's packed with [products or specifics].

Head to our site right now to explore [collection] and add your must-haves to cart. Hurry, this drop is limited!

Content Tip:

Create an Instagram carousel showing off your latest collection release.



SALE

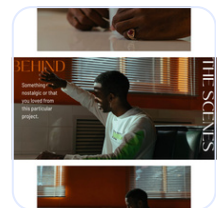
Wed
22

🕒 12:00 - 14:00

📍 Static Post

Team Member Interview

#MeetTheTeam #BrandChampion #TeamInterview #GetToKnowMe



Thu
23

Product Statistics Share

Did you know this stat about [product or product niche]? We sure didn't... and it's got our minds boggling! 🤯

[1 line about the relevance of the stat to your brand or product.]

🕒 Best time to post 📍 Reels



#ProductStats
#DidYouKnow #FunFact
#ProductTrivia



Instagram Giveaway

Ever dreamed of bringing home a slice of the [brand] range? 🧠

Well, one lucky winner is about to do just that! If you want to bag everything you see in this pic, follow us here on Instagram and tag your besties in the comments to enter! Each tag counts as one entry.

Entries close on [date]. Good luck!

Fri
24

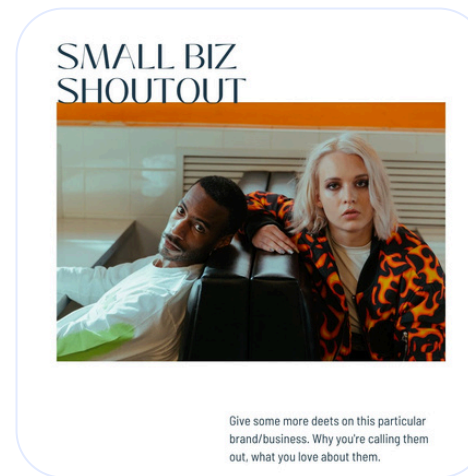
Work Outfit Showcase

What we wore today: work edition! 🧑‍💼

The [brand] office is our own personal runway, so we thought we'd share the trends that have been popping up lately within the team. 🤝

Whose outfit would you steal?

🕒 14:00 - 16:00 📍 TikTok



#OutfitOfTheDay
#WorkOutfits
#OfficeStyle
#Workwear

Sun
26

🕒 Best time to post

📍 Stories



When Everyone Arrived at Work Trend

#OfficeVibes #BehindTheScenes #WhenWeArrived #WorkplaceBTS



Mon
27

Product Restock Announcement

Call your mom/bestie/accountant/neighbor's dog – it's back! 🇺🇸

The fan-fave [product] has officially been restocked – but as we've all come to learn, it won't last long.

Grab yours before it's gone again at the link in our bio!

🕒 Best time to post

📍 Static Post



#ProductRestock
#FanFavourite
#MustHaveProduct

Thu
30



UGC Reminder

Want to be featured on our page? We're always on the lookout for amazing content from our community!

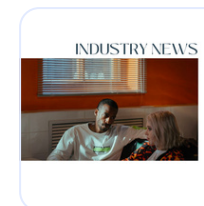
Here's just some of the gorgeous product shots and vids we've seen throughout January...

Tag us in your posts for a chance to be featured in Feb! ✨

Tue
28

Fun at Work Day

#FunAtWorkDay #WorkBesties #WorkHardPlayHard #OfficeVibes



Wed
29

Motivational Quote



Fri
31

🕒 09:00 - 09:30

📍 Carousel

Content Tip:

Share a collection of brand-related images from January to Facebook.

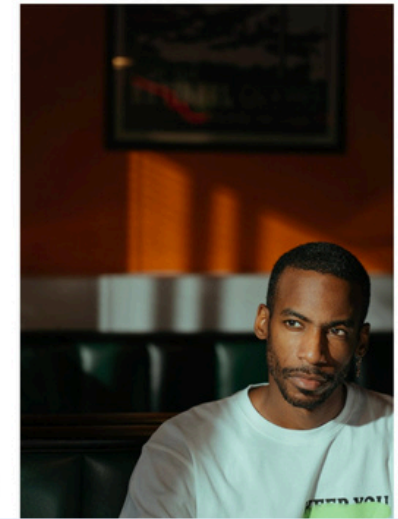
January Wrap-Up

And that's a wrap on January! 🎬

While the month flew by, we certainly got up to lots here at [brand] – here are a few of those special moments.

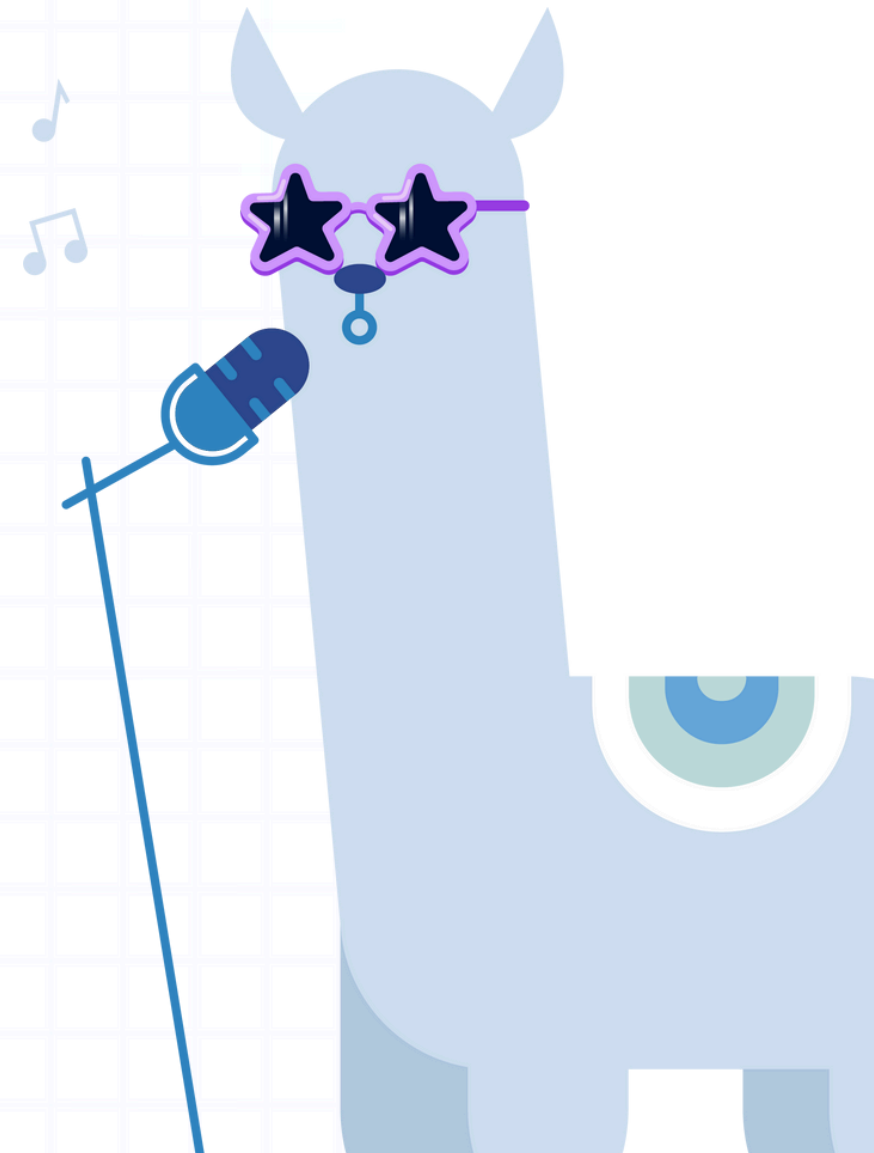
Now, bring on February!

JAN REFLECTIONS



Include a short snippet about this month's wins or challenges. This can be as short and

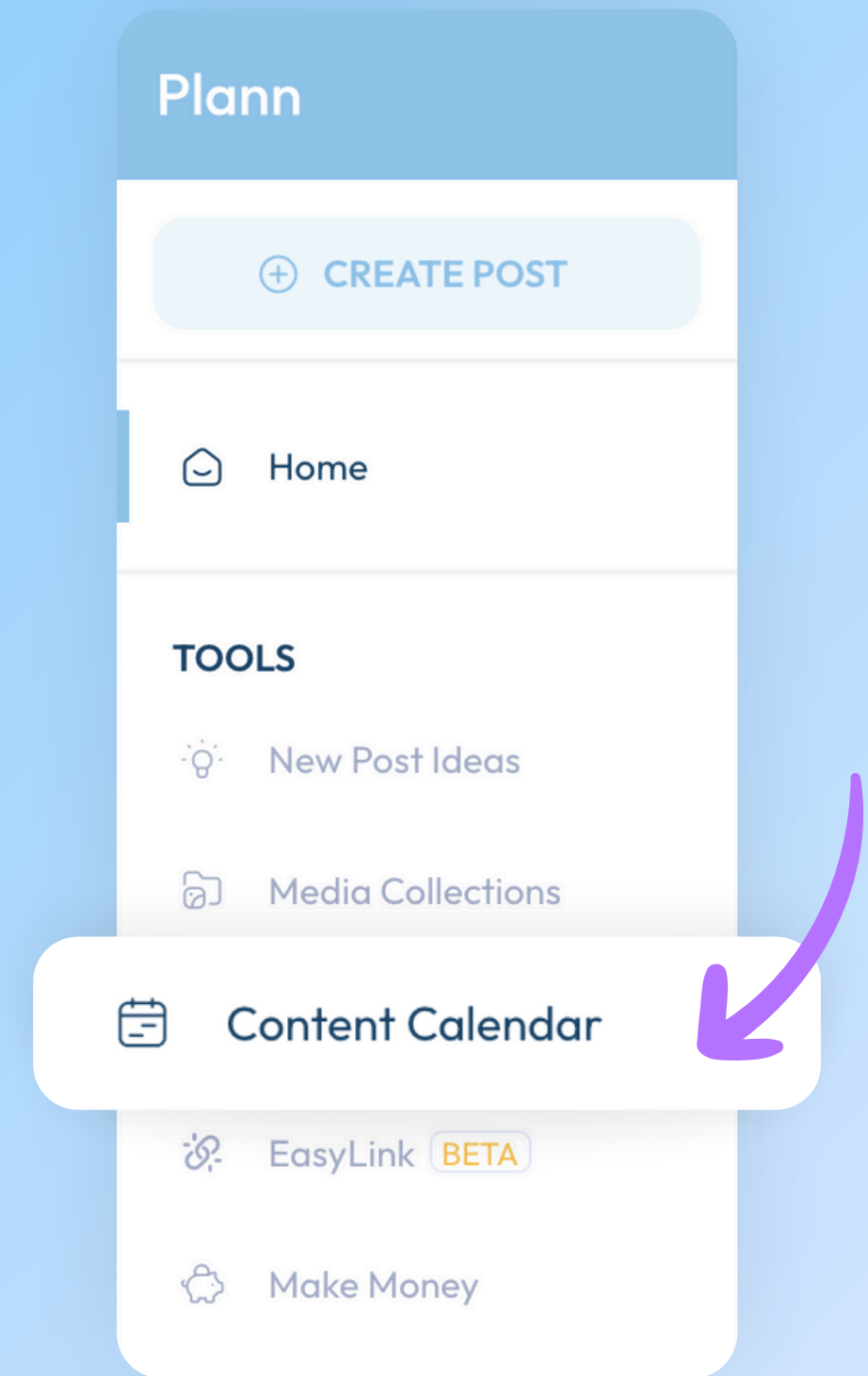
**Ready to
start Plann'ing?**



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