

**Plann** by Linktree\*

# March 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



# March Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Click me!

Sat  
1

🕒 12:00 - 14:00

📍 Static Post

**Content Tip:**

Run a 24-hour flash sale using a static tile featuring a discount code.

### Spring Flash Sale

Spring into the new season with a few new goodies from us! 🌸

Now that things are starting to warm up around here, we thought we'd drop this HOT flash sale to turn up the temperature even more!

Shop [brand name] now at the link in our bio, and don't forget to input your exclusive discount code at checkout.



Sun  
2

🕒 09:00 - 09:30

📍 Static Post

### Spring Meme

#funnymeme #relatable #springtime #springmeme



Mon  
3

🕒 Best time to post

📍 Reel

### Product-Based Routine

#howto #tutorial #dayinthelife #dailyroutine



**Tue 4**

**MARCH GOALS**

Give your audience a short explanation on the main goal you/your company have set for the month.

### Spring Itinerary

March marks the beginning of warmer weather, blooming flowers, outdoor activities, and more.

To help you make the most of the next few months of springtime, we've put together a little itinerary with our top things to do! 🌞

Save this to your camera roll so you can tick them off throughout spring. 🌸

**Content Tip:**

Design a saveable Instagram feed post featuring top things to do in spring.

**Wed 5**

### Employee AMA

What's the best and worst bit about working for a [niche] brand? What's your favorite product? And what's your go-to midday snack to get you through a slump?

No question is off limits in today's AMA with our incredible [title], [team member]! Ask away and [she/he/they] will pick their top questions to answer.

And, go! 🗣️

**Best time to post** **Live**



#GlobalRunningDay  
#HappyRunning  
#RunningTunes  
#WorkoutPlaylist

**Thu 6**

### Call for UGC Videos

Wanna be a [brand] brand ambassador? It's time to show us what you've got!

Film a video using your must-have [brand] products and tag us so we can see it. We'll be selecting our fave creators and sending out a top-secret pack of goodies for you to try! 🥰

The more creative you are, the better!

**12:00 - 14:00** **Stories**



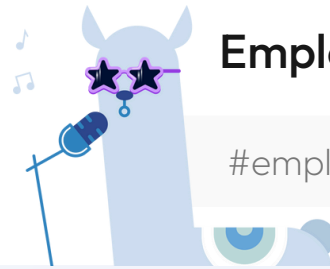
#usergeneratedcontent  
#UGC #brandambassador  
#tiktokcreator  
#creatorsearch



Fri  
7

🕒 Best time to post

📍 Static Post



### Employee Appreciation Day

#employeeappreciationday #loveyouemployees #staffspotlight #officelife



### INTERNATIONAL WOMENS DAY

With "Name".

Join us live this afternoon at 4PM, and have

Sat  
8

### International Women's Day

No big deal, just some girl power in action at [brand]. 🙌

Happy International Women's Day! Today we celebrate the inspiring, influential, and all-round incredible women that make up the [brand] team (and TBH, run the world).

This year's IWD theme is 'Accelerate Action'. [1-2 lines about how you're reflecting this theme through your workforce / efforts in 2025.]

Sun  
9

### Win Your Wishlist

We see your wishlist piling up... but what if it was more than just a daydream? 🗨️

We're giving [number] lucky customers a chance to win their ENTIRE [brand] wishlist!

To enter, simply fill up your wishlist with products up to the value of [amount] and make sure it's saved to your account. Then, make a purchase of [amount] or higher before [date] to go into the draw.

Winners will be announced on [date] here on our Instagram! 🌟

🕒 Best time to post

📍 Reels



#wishlist #shopandwin #productgiveaway #wishlistgiveaway

Mon  
10

### Product True or False

#trueorfalse #productspotlight #didyouknow



Tue  
11

### I'm Handing the Phone To...



Wed  
12

🕒 09:00 - 09:30

📍 Reels

### What's In Your Desk Drawers?

#officelife #whatsinmydesk #behindthescenes #officebts



Thu  
13

🕒 09:00 - 09:30

📍 Reels

### Easy Spring Lunch Recipe

#lunchrecipe #springrecipe #springeats #lunchbox



Fri  
14

🕒 09:00 - 09:30

📍 Carousel

#### Content Tip:

Highlight a popular category with an Instagram carousel of top products.

### Category Spotlight

Our favorite [product category], in no particular order... 🤩

These are the beloved items you guys (and our team here at [brand]!) keep coming back for, time and time again. And with reviews like these, we don't blame you!

#productspotlight #productwishlist #wanttobuy



Sat  
15

🕒 12:00 - 14:00

📍 Carousel

### Employee Week in the Life

#weekinthelife #employeeeditl #egc #gettoknowme



Sun  
16

- 🕒 Best time to post
- 📍 Reels

### This vs That Explainer

#thisvsthat #howtouse #producttutorial #producthowto



### St. Patrick's Day

Happy St. Patrick's Day to our [brand] fam! We're sending the luck of the Irish to you all today. 🍀

Looking for something to do with that pot o' gold? Head to our website to unlock an exclusive St. Patrick's Day discount using [code]! ❤️

Tue  
18

### UGC Share



#UserGeneratedContent  
#UGC #UGCSpotlight  
#PhotoDump  
#CommunityLove



Wed  
19

### Brand Charity Efforts

#charitydonation #givingback #community #fundraising

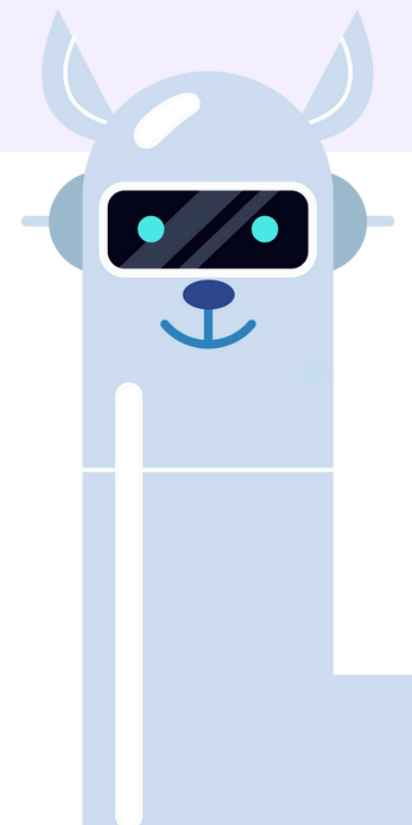


## Your Ultimate Social Media Wingman, An AI Caption Generator!

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!](#) →





### What We're Watching

The [brand] binge list just keeps on growin', thanks to our office TV critics!

Here's everything we've been digging into this March and whether we think it's worth spending your valuable Netflix-and-couch time on. 📺🎁

#watchlist #TVrecommendations  
#whattowatch #mustwatch

#### Content Tip:

Round up your team's top watches in an Instagram carousel post.



### Team Hot Takes

📰 News flash! 📰

Our team has some pretty spicy hot takes to share about [brand], our products, and the entire [niche] industry: viewer discretion is most certainly advised. 😂

Whose hot take is the most rogue? Tell us in the comments.

#hottakes #egc #employeebts  
#officelife #officebts



### Bestseller Infographic

Did you know that [fun fact about product]? 🤯

[Product] consistently tops our bestseller list, so we thought it was time to give you the full breakdown.

Save this for the next time you need to stock up on [product type] – we'll be waiting... 😊

#bestsellingproducts #infographic  
#productinfographic #producthowto





Sun  
23

🕒 09:00 - 09:30

📍 Reels

### Event BTS

#behindthescenes #eventspotlight #eventbts #dayinthelife



Mon  
24

🕒 12:00 - 14:00

📍 Static Post

### National Cocktail Day

#nationalcocktailday #cocktailrecipe #drinkrecipe #bottomsup



Tue  
25

🕒 09:00 - 09:30

📍 Carousel

### Guess Our New Product

We're cooking up a new product here at [brand], but it's not time for the big reveal juuuust yet... so why not take a guess?

#### Content Tip:

Tease a new product with an Instagram carousel featuring a series of clues.

Using these clues, give it your best shot in the comments. We'll tell you if you're hot 🔥 or cold ❄️ – and if you're lucky enough to guess correctly, we might just reward you.



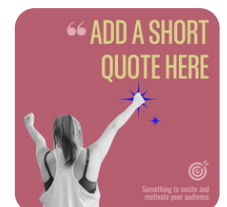
Wed  
26

🕒 12:00 - 14:00

📍 Reels

### Inspirational Quote Dump

#inspirationalquotes #photodump #inspiring #quoteoftheday #motivation



Thu  
27

- 🕒 Best time to post
- 📍 Stories



### Brand Would You Rather

#wouldyourather #thisorthat #relatable



Fri  
28

### New Product Haul

[Ambassador]'s [brand] collection is looking STACKED! 🤩

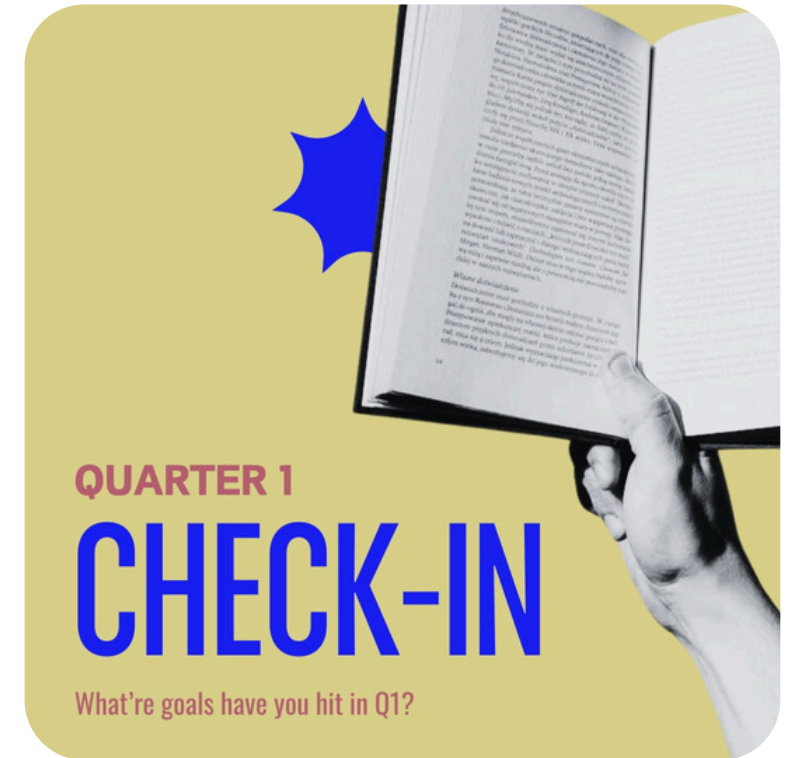
Which pieces in [her/his/their] haul are on your [brand] wishlist? Let us know in the comments.

#producthaul #newproductalert #smallbusiness #productspotlight #newin #comingsoon

- 🕒 Best time to post
- 📍 TikTok



**Content tip:**  
Film a haul featuring your latest products.



### Q1 Check-In

The first quarter of the year has slipped away, so before we stride into Q2, now's the perfect time to reflect.

Here's everything we got up to in Q1 of 2025, including some major milestones and big lessons learned. 📖

[Paragraph/s about the key learnings from Q1 for your brand.]

Sat  
29

### The Best March UGC

#UGC #usergeneratedcontent #brandambassadors



Sun  
30

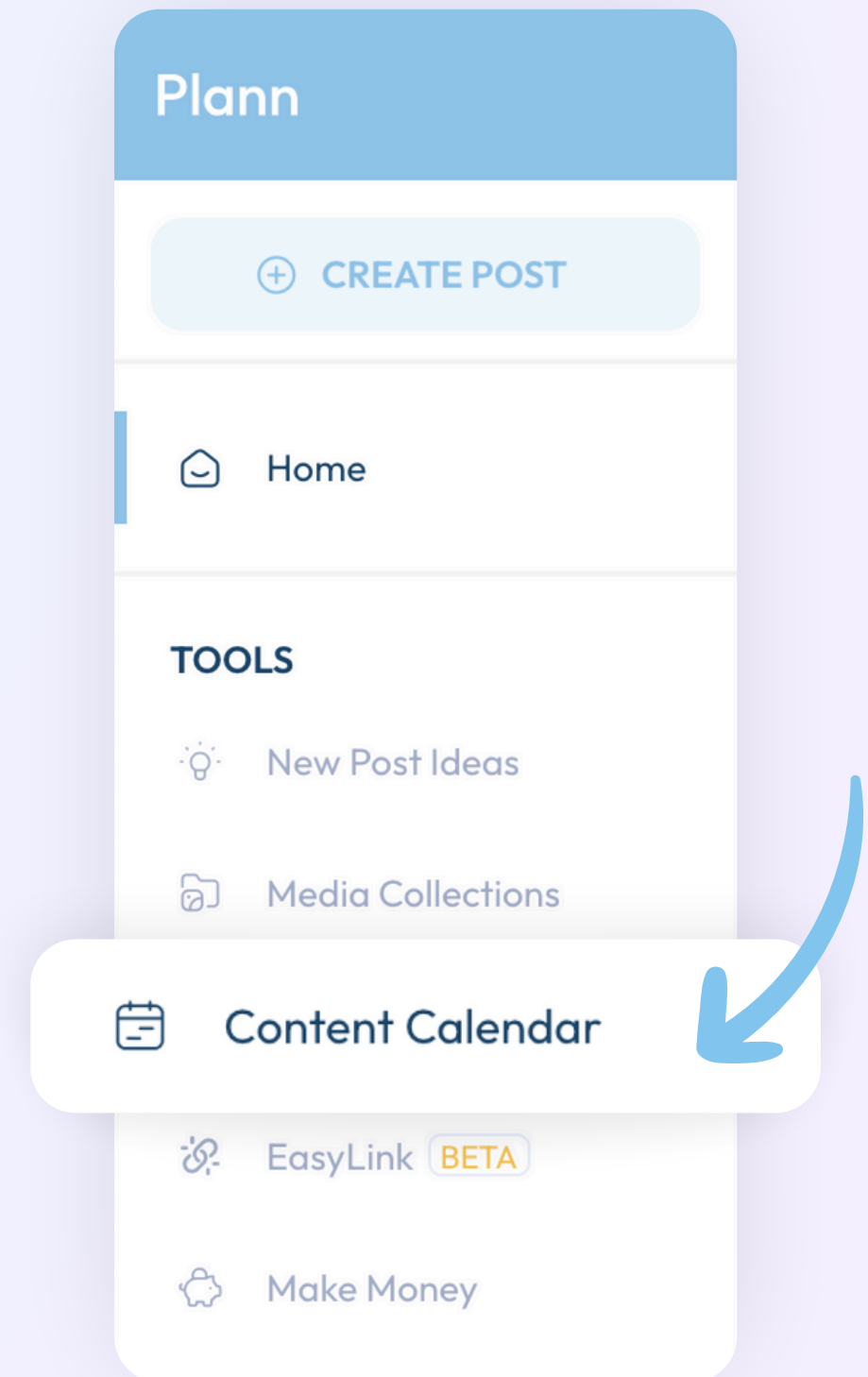
### Eid al-Fitr



## 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

💡 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