

Plann by Linktree*

April 2025 Content Calendar

Ready to slay on socials?





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



April Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Tue
1

🕒 09:00 - 09:30

📍 Static Post

April Fool's Day

#NewProductLaunch #BehindtheScenes #ReallorFake #AprilFools



Wed
2

🕒 09:00 - 09:30

📍 TikTok

Q2 Goals

Now that we've got the funniest day of the year out of the way, it's time to get serious – starting with our goals for April!

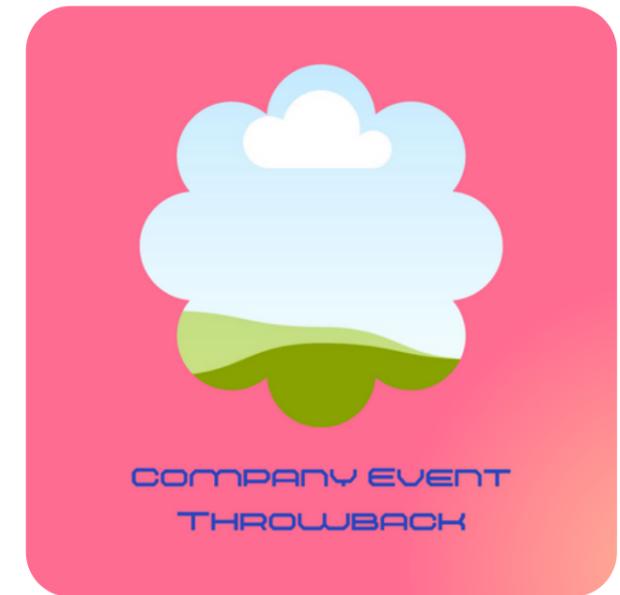
Here's everything we've set our sights on this month for [brand].

What are you working towards and manifesting in April?



Content Tip:

Make a chatty TikTok video explaining your brand's Q2 goals.



COMPANY EVENT
THROWBACK

Thu
3

🕒 06:00 - 09:00

📍 Reels

New Month, New Sale



#AprilSale
#SaleSeason
#SurpriseSale



Fri
4

- 🕒 Best time to post
- 📍 Reels



Office Prank Video

#OfficeBTS #PrankVideo #OfficePrank #FunnyMeme #BehindtheScenes



What We're Watching

The shows and movies on the 2025 docket have been nothing short of incredible, and that's meant a lot more binge time for our team here at [brand]!

To give you some inspiration for the next time you turn on the TV, we asked them to share their must-watches. 📺

What are you watching this month?

Sun
6

Influencer Tutorial

Trust [influencer name] to make [brand] look better than it ever has before!

We're swooning over this gorgeous tutorial using [product/s].

Tag a creator you think would love our products in the comments below.



#Tutorial #HowTo
#InfluencerTutorial
#BrandAmbassador

Mon
7

Industry News Spotlight

#IndustryNews #IndustryUpdate #NewsRoundup



Tue
8

Monthly Mantras



Wed
9

Shipping Your Orders

Because picking and packing orders doesn't have to be boring...

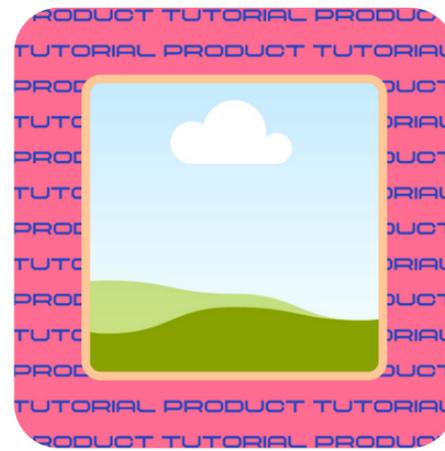
Ask [staff member/s] anything while they get your products ready to go in the post!



Drop your questions in the comments and we'll answer them throughout the livestream.

🕒 12:00 - 14:00

📍 Reels



#Live #QAndA
#BehindTheScenes
#BrandBTS



National Pet Day

They fill our lives with lots of love, cuddles, and mischief – we're talking about our pets!

Today is National Pet Day, so we thought we'd introduce you to some of our furry friends. 🐾

Aren't they the absolute cutest? Head to our IG Stories to guess whose pet is whose!

#NationalPetDay #PetsOfInstagram
#PetLovers #PetsofIG

Thu
10

Brand This or That

Let's play a game of this or that, product edition!

It's Sophie's Choice for many of our [brand] team, but we made them answer anyway. 🧑

Tell us what you think by heading to our Instagram Stories to vote for your top products.

🕒 Best time to post

📍 Stories



#ThisOrThat
#ProductComparison
#FavoriteProducts
#ProductFaceOff

Sat
12

- 🕒 Best time to post
- 📍 Static Post

What We're Wearing Today

#OutfitOfTheDay #OfficeOutfits #OfficeFashion #WhatIWoreToday



Sun
13

Mid-Season Sale

Spring is absolutely flyyyyyy by, so we thought now was the perfect time for a mid-season sale. 🌸

Grab spring must-haves and more [information on discount code or sale mechanism].

Shop now or head to our TikTok to see what pieces the [brand] team are shopping in the sale before you buy!

Mon
14

Impersonating Our Boss



#OfficeLife #Funny
#BossLife
#ImpersonatingOurBoss



Tue
15

Community Fundraiser

#Charity #CommunityFundraiser #GiveBack #Donate



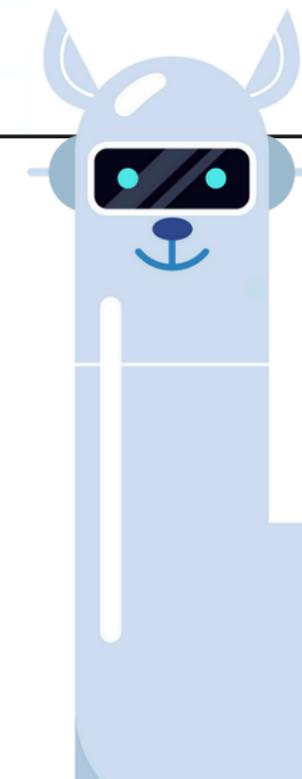
Hmmm... It looks like you're missing a few captions!

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!→](#)





Employee Spotlight

Meet [name], our [role] and an all-round invaluable addition to the [brand] team!

Every day, we count our lucky stars to have [name] on our side – here’s a little look at why we love [her/him/them] so much! 🌟

Everyone say hi to [name] in the comments!

#EmployeeSpotlight
 #EmployeeOfTheMonth
 #TeamMemberSpotlight
 #EmployeeAppreciation

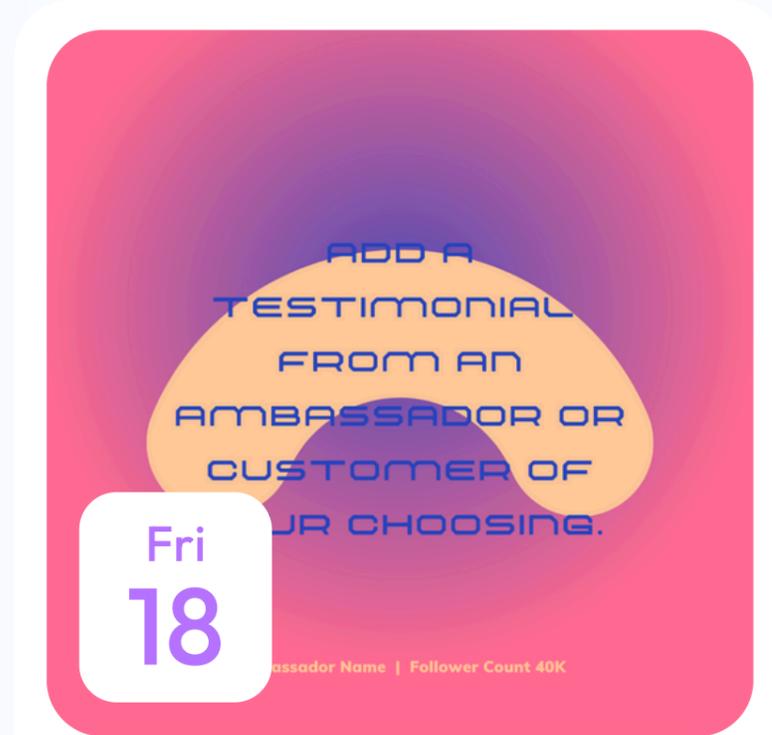


Brand Ambassador Takeover

Today we’re handing the mic to [influencer name], a [brand name] brand ambassador and all-round angel who loves our products just as much as we do! 🧑🏻‍💻

See what [she/he/they] gets up to throughout the day by keeping an eye on our Stories. We think it’s gonna be an exciting and action-packed one!

#BrandAmbassador #BrandTakeover
 #IGTakeover #BrandPartner



Good Friday

Today marks Good Friday and the start of the Easter Weekend! 🐣

The [brand] office will be closed from [date to date] for the Easter weekend. If you place an order during this team, we’ll ship it out to you when we’re back on deck on [date].

Happy Easter! 🌸

#GoodFriday #EasterWeekend
 #PublicHoliday #PublicHolidayClosure



Sun
20

Easter Sunday

Happy Easter to all of our [brand] friends celebrating near and far. 🌸

We're wishing you a wonderful day spent with loved ones and lots of gratitude for what's been and what's to come.

🕒 12:00 - 14:00

📍 Live



#EasterSunday
#HappyEaster
#EasterBunny
#EasterSale

How-to Explainer

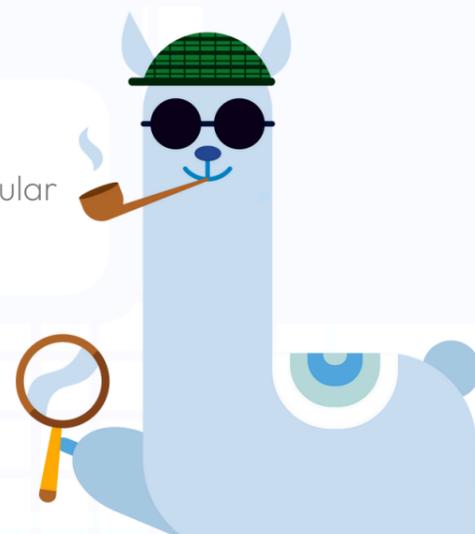
[Product] made easy with this how-to tutorial from [team member/s]!

If you've been pondering the best way to use [product], here's a detailed run-down of everything you need to know.

Still got questions? Leave them down below!

Content Tip:

Give a rundown on how to use a popular product in an Instagram Reel.



Mon
21

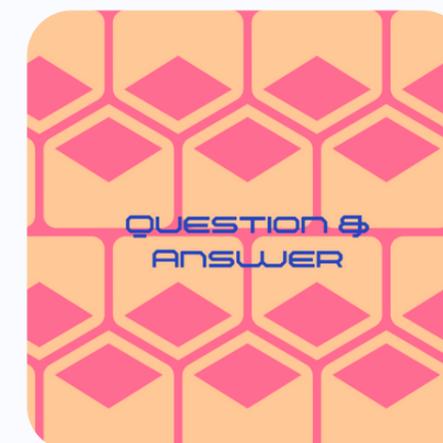
Staff Week in the Life

Sometimes a single day isn't enough... which is why we asked [name] if we could trail [her/him/them] for a whole week. 😂

From working in the [brand] office to spending time with friends and family at home, here's everything [name] packs into a busy week in [her/his/their] life!

🕒 12:00 - 14:00

📍 Live



#WeekInTheLife
#BehindTheScenes
#EmployeeTakeover
#OfficeBTS

Tue
22

🕒 09:00 - 09:30

📍 Reels

Earth Day

#EarthDay #HappyEarthDay #ProtectOurPlanet #EcoFriendly



We
23

🕒 12:00 - 14:00

📍 Stories

Company Meme

#FunnyMeme #RelatableMeme #OfficeLife #BrandBTS #Relatable



Thu
24

🕒 09:00 - 09:30

📍 Carousel

Customer Shoutout

Our customers – you guys! – are the heart of [brand]. ❤️

To say thank you, we're putting the spotlight on some of our most loyal customers. Meet the people who make the world of [brand] go 'round!

[Optional line about any incentives for customer loyalty.]

Content Tip:

Create a Carousel of your team's favorite workday essentials with a quote from a team member explaining why.



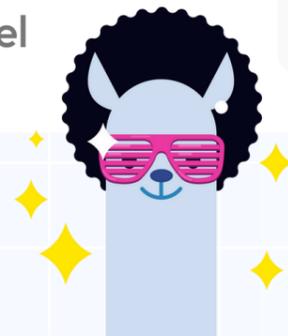
Fri
25

🕒 12:00 - 14:00

📍 Carousel

Ask Us Anything Live

#AskUsAnything #LiveQAndA #QAndA #StaffInterview



Sat
26

Product Infographic

[Product] and [product] are both customer faves here at [brand] – and while they serve a similar purpose, there are some major differences between the two!

Save this comparison to help you figure out what's what the next time you buy! 🛒



#ProductBreakdown
#Infographic
#ProductComparison
#ProductTips

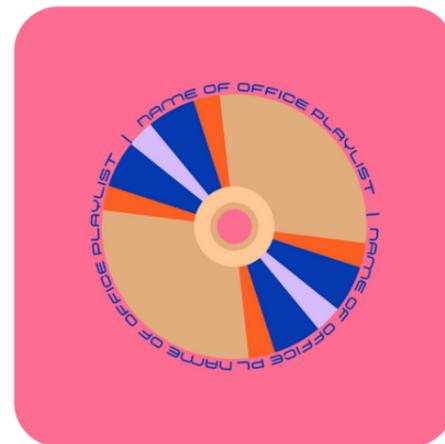
🕒 Best time to post 📍 Reels

Sun
27

Warm Weather Favorites

The weather's warming up as we dive further into spring, so we've collected all our warm weather must-haves into one handy post. ☀️

Save this for future reference, or start your shopping now! To give you a hand while stocking up, we've got an exclusive offer for you – use discount code [code] for [discount] % off.



#SummerBuys
#SummerProducts
#FlashSale
#DiscountCode

Mon
28



Pay It Forward Day

We're sharing the gratitude this Pay It Forward Day! 🙌

See what happened when we sent the [brand] team out on the streets of [city] to share the love by paying it forward.

Content Tip:

Film a TikTok video of you or your team paying it forward to people in the wild.

Tue
29

🕒 Best time to post

📍 Carousel

May Pinterest Board

#MayInspiration #MayVibes #Spring #MonthlyGoals #VisionBoard



MONTHLY
REFLECTIONS

Wed
30

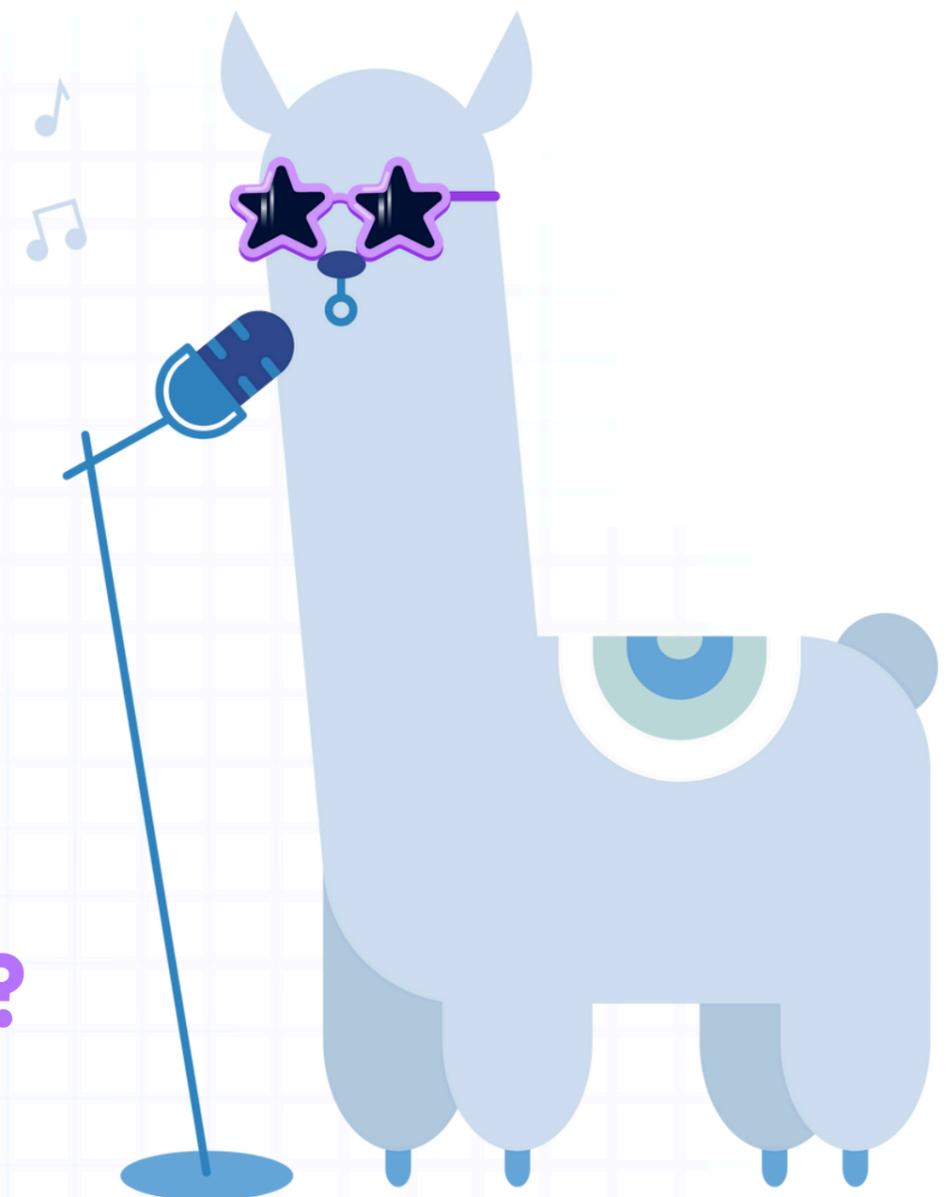
UGC Round-up

[Month], in your pictures. ❤️

Every month, we receive an overwhelming amount of love from our customers here on social media, and April was no exception! Here are some of the best pics and vids you tagged us in throughout the month. ➔

Don't forget to use [branded hashtag] so we can see you lovin' on our products – we might just feature you next month!

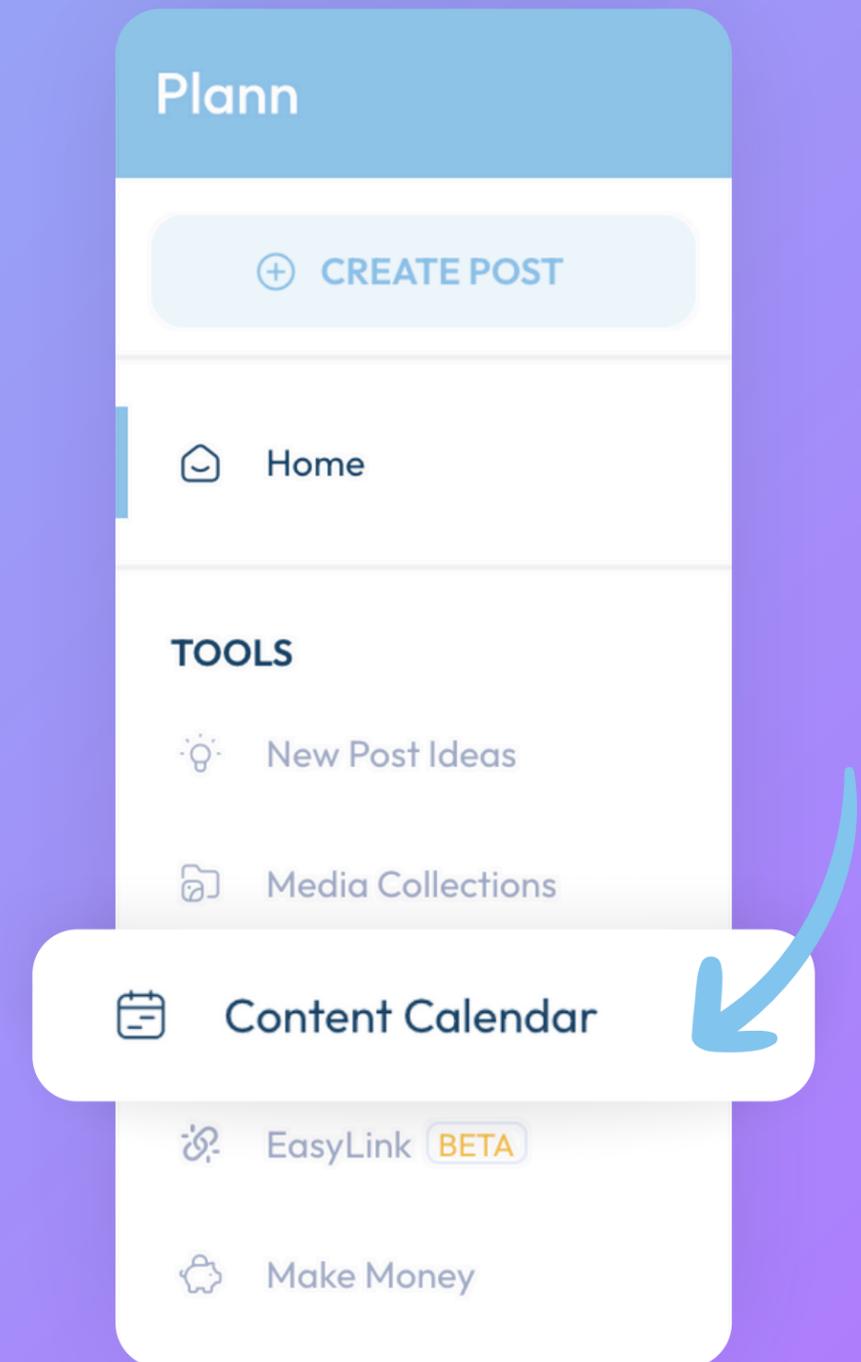
Ready to
start Plann'ing?



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