

30 Content Ideas for 30 days

A done-for-you calendar with post ideas,
themes, and engagement prompts.



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30-Day Social Media Planner

WEEK 1: LAYING THE FOUNDATION

DAY	TYPE OF POST	DESCRIPTION
Day 1	Introduction Post	Share your story, why you started, and what people can expect from your content.
Day 2	Value Post	A quick, actionable tip related to your niche.
Day 3	Engagement Post	Ask your audience a question related to their pain points or interests.
Day 4	Behind-the-Scenes	Show your workspace, a project in progress, or your daily workflow.
Day 5	Client Love	Share a testimonial or success story.
Day 6	Personal Story	A relatable moment or struggle that ties back to your brand.
Day 7	CTA Post	Promote your lead magnet, freebie, or email list.

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WEEK 2: BUILDING CONNECTION & AUTHORITY

DAY	TYPE OF POST	DESCRIPTION
Day 8	Myth-Busting	Debunk a common industry misconception.
Day 9	Poll or This-or-That	Encourage engagement with a fun comparison.
Day 10	Content Share	Repurpose an older blog post or video.
Day 11	Product/Service Showcase	Highlight one of your offerings in a value-driven way.
Day 12	Storytelling Post	Share a lesson you learned in business or life.
Day 13	Quick Tip	A bite-sized hack your audience can use immediately.
Day 14	Meme or Humor	Lighthearted content that relates to your niche.

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WEEK 3: DRIVING ENGAGEMENT & SALES

DAY	TYPE OF POST	DESCRIPTION
Day 15	Throwback Post	Revisit an old post, product, or milestone.
Day 16	Tutorial or Mini-Training	Teach something valuable.
Day 17	Community Highlight	Feature a customer, follower, or peer in your industry.
Day 18	Personal Post	Share a favorite book, tool, or habit that helps your work.
Day 19	Bold Opinion	Take a stand on a topic in your industry.
Day 20	Behind-the-Scenes	A sneak peek at an upcoming launch or update.
Day 21	Soft Sell	Promote your offer in a natural, story-driven way.

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WEEK 4: RAMPING UP VISIBILITY & CONVERSIONS

DAY	TYPE OF POST	DESCRIPTION
Day 22	Q&A Post	Answer common questions from your audience.
Day 23	Success Formula	Share your step-by-step process for achieving something.
Day 24	Share the Love	Shout out a tool, resource, or person that has helped you.
Day 25	Micro-Transformation	Show how a small change can make a big impact.
Day 26	User-Generated Content	Repost content from a happy customer or follower.
Day 27	Fun Fact or Industry Trend	Something interesting or trending in your space.
Day 28	Engagement Post	Ask for input on a future product, content, or idea.
Day 29	Story-Driven Sales Post	Showcase your product/service with a compelling story.
Day 30	Reflection & Gratitude	Recap the month, thank your audience, and tease what's next.



Ready for more?

Congratulations on completing our social media guide! You've acquired valuable insights to enhance your online presence. To further advance your strategy, schedule a discovery call with our expert team for personalized social media management solutions. Let's work together to transform your brand's digital journey. Fill out our contact form on our website or give us a call.

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