



MMB

FREE DOWNLOAD · SOCIAL MEDIA

30-Day Social Media Content Calendar

A plan for every day, so you never have to ask "what do I post today?"

How to use this calendar

Thirty days, four weeks, one simple arc. Follow it as it is, or move days around to suit your business.

- 1 **Pick your three content pillars** (see the worksheet below).
- 2 **Follow the four-week arc:** Introduce, Teach, Prove, Offer.
- 3 **Replace every [bracket]** in the caption starters with your own words.
- 4 **Batch your work.** Write and design one week of posts in one sitting, then schedule them.
- 5 **Every Sunday,** fill in the tracker at the end and decide what to repeat.

Worksheet: your three content pillars

Fill in three themes that every post can belong to. Examples: your product, your people, proof that it works.

PILLAR	WHAT IT COVERS	EXAMPLE FOR YOU
1		
2		
3		

The four-week arc

Week 1 · Introduce

Help people get to know you.

Week 2 · Teach

Share what you know.

Week 3 · Prove

Show that it works.

Week 4 · Offer

Invite people to buy.

Week 1: Introduce

Days 1 to 7. Help people get to know you.

1

Our story

Photo or reel

Hello, we are [business name]. Here is our story in three lines: [line 1]. [line 2]. [line 3].

2

Meet the owner

Photo

Meet [name]. Here is why [he/she] started [business] in [place].

3

What we sell and who it is for

Carousel

What we offer: [products]. Made for [who it is for].

4

Behind the scenes

Reel

Behind the scenes: how [product] is made, step by step.

5

Tour of our shop or workspace

Reel or stories

Step inside [shop or workspace] with us.

6

Meet the team

Group photo

The people behind [business]. Say hello to [names].

7

Why we started

Text card

Why we started: [one honest sentence].

Week 2: Teach

Days 8 to 14. Share what you know.

8

One quick tip

Image or carousel

Quick tip: [one thing your customers can use today].

9

Myth versus fact

Image

Myth: [common belief]. Fact: [the truth].

10

How to choose or use

Carousel

How to choose [product]: check these three things. 1. [] 2. [] 3. []

11

Answer a common question

Reel or text card

You asked: [question]. Here is the answer.

12

A common mistake

Carousel

A mistake we see often: [mistake]. Do this instead: [fix].

13

30-second how-to

Short video

In 30 seconds: how to [task] with [product].

14

A tool or resource we recommend

Image

A tool we love: [tool] and why it helps.

— Week 3: Prove

Days 15 to 21. Show that it works.

15**A customer review**

Quote graphic

" [Review] ." Thank you, [name] .

16**Before and after**

Photo pair

Before and after: [what changed] .

17**An order being packed or delivered**

Reel

From our hands to yours: packing and delivering your order.

18**Event or market photo**

Photos

This week we were at [event or market] .

19**A customer story**

Photo and quote

How [customer] used [product or service] to [result] .

20**A number we are proud of**

Graphic

[Number] [what it counts] . Thank you.

21**A thank-you**

Photo

Thank you for [milestone or support] .

Week 4: Offer

Days 22 to 30. Invite people to buy.

22

A teaser

Story

Something new is coming. Can you guess what?

23

The launch

Carousel or reel

Introducing [new product or offer].

24

A limited-time offer

Graphic

From [date] to [date]: [offer]. Message us to order.

25

Festival or seasonal greeting

Greeting graphic

Warm wishes for [festival or season] from all of us at [business].

26

How to order

Carousel

How to order in three steps: 1. [] 2. [] 3. []

27

A poll or question

Story poll

Which would you prefer, [A] or [B]? Tell us in the comments.

28

Last-chance reminder

Story or post

Last chance: [offer] ends [day and time].

29

Month recap

Collage

This month in pictures: our best moments.

30

Thank you and what is next

Photo or video

Thank you for 30 days with us. Here is what is next: [plan].

— Tips for captions

- Start with the most useful or interesting line, because most people only read the first sentence.
- End with one clear action: "Message us", "Save this" or "Visit [place]".
- Use 3 to 5 relevant hashtags, including a local one such as #Nagaland or #Kohima.
- Always reply to comments and messages within a day.

Weekly planner (print or copy one for each week)

DAY	PLATFORM	FORMAT	CAPTION	IMAGE OR VIDEO READY?	STATUS
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

Sunday tracker

Write these numbers down every Sunday. After four weeks, repeat the week that brought the most messages and orders.

WEEK	PROFILE VISITS	NEW FOLLOWERS	MESSAGES	ORDERS	BEST POST	WHAT I LEARNED
1						
2						
3						
4						

Need help with your content?

Our team can plan, design and manage your social media. Write to myriadbranding.kohima@gmail.com or call **+91 87949 43986**.

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