

JANUARY

	1	2	3	4	5	6	7
	CONNECT	EDUCATE	INFORM	EDUCATE	INFORM	EDUCATE	INSPIRE
FEED POSTS	Idea: Share your journey from when you started your business to now. Example: From hobby baker to bakery owner – my journey Tip: Create a Reel that compiles clips from each stage, with a voiceover or text overlay telling your story.	Idea: Break down a process that might be overwhelming for your audience. Example: Here's how I made my closet feel twice as big Tip: Help simplify a complex or intimidating process by breaking it down into easy-to-follow steps.	Idea: Explain a common mistake people make when trying to achieve a specific outcome in your niche and how to avoid it. Example: The biggest mistake people make when trying to save money Tip: Add an explanation of why it's a mistake and how to fix it.	Idea: Create a "how-to" post or short tutorial that guides your audience through a process. Example: Organise your closet in 3 simple steps Tip: Create a step-by-step guide in a carousel format or make a quick video tutorial showing the process.	Idea: Review a product or tool related to your niche and discuss its pros and cons. Example: The blender that transformed my smoothies... Tip: Write a detailed review or record a video showing the product in action, discussing your experience.	Idea: Post a "Do's and Don'ts" list for your industry. Example: Beginner runners, here's your go-to guide... Tip: Create a post listing each do and don't, with clear explanations for each point.	Idea: Share a personal story of a challenge you faced and how you overcame it. Example: Breaking free from fast food. Here's how I changed my eating habits... Tip: Write a heartfelt caption paired with a photo of yourself or do a talking-head video.
IG STORIES	Idea: Discuss a goal or task you've been putting off and plan to start soon. Example: 'I've been meaning to organise my workspace for months, and I'm finally tackling it in the new year! A fresh start feels so good. What's something you're finally going to check off your list?' (Post a picture of your workspace and use a 'Poll' sticker: "Are you ready to tackle that thing you've been putting off?")	Idea: Share a personal hobby or interest outside of your niche. Example: "When I'm not [describe your professional activity], you can find me [describe your hobby]. Being [related adjective, e.g., outdoors, in the kitchen, at the gym] helps me recharge. What's something you do to unwind?" (Post a picture or video of yourself engaging in your hobby and use the 'Add Yours' sticker, encouraging others to share their hobbies).	Idea: Talk about a random thought or question and ask your audience if they agree. Example: "Random thought of the day: [Share a niche-related or personal opinion]. Do you agree?" (Use the poll sticker to get responses, then explain your thought or expand on it in the next story.)	Idea: Introduce your pet, yourself or a team member. Example: "Meet my dog, Max! He's my work buddy and loves to keep me company during the day. [Share a cute photo or video of your pet and use the 'Add Yours' sticker, inviting others to introduce their pets too.]		Idea: Share your travel bucket list or dream destination. Example: "I've always wanted to visit [destination], and it's at the top of my travel bucket list! Where's one place you've always dreamed of visiting?" (Post a picture of your dream destination and use the 'Add Yours' sticker to get your audience sharing their dream spots.)	Idea: Reflect on how your first week of January is going and share your progress. Example: "One week into [insert current year], and I'm feeling [insert feeling—motivated, challenged, etc.]. I've managed to stick to my goal of [insert goal]!" (Post a picture of your planner or goals tracker and use the emoji slider sticker: "How's your first week of 2024 going?")

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	EDUCATE	ENTERTAIN	EDUCATE	CONNECT	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Share a step-by-step guide on a process your audience finds challenging. Example: This quick closet organization method saved my mornings Tip: Create a carousel post with each step explained or film a short video showing the process.	Idea: Post a funny meme relevant to your niche that your audience can relate to. Example: Image - A personal trainer looking shocked at someone eating a huge burger after a workout; Text - When you think 10 minutes on the treadmill cancels out 10 burgers... Tip: Record a funny reel where you play both characters.	Idea: Share your best tip to help people stay consistent with their New Year's resolutions, focusing on your niche. Example: The one gym routine tip that keeps me going, even on tough days. Tip: Share your top advice for helping people stay consistent with their goals related to your niche. Include practical steps or tools that your audience can use.	Idea: Show a BTS look at your workspace or the tools you use daily. Example: A peek into my day as problem in your niche.	Idea: Explain how to troubleshoot a common problem in your niche. Example: Top reasons for your poor sleep quality Tip: Outline common causes of the problem and offer solutions for each one.	Idea: Debunk a myth commonly believed in your niche. Example: Think you need a pricey camera for good photos? Tip: Explain the myth and provide facts to correct it.	Idea: Provide a checklist of essential items for a specific situation. Example: Weekend trip essentials – don't leave home without these Tip: Help your audience prepare for a situation by sharing a checklist of items they should have ready.
IG STORIES	Idea: Showcase your workspace and ask your audience to share theirs. Example: "Here's where all the magic happens—my little work nook!"	Idea: Share your to-do list for the day. Example: "Here's what's on my plate today: [list your tasks]."	Idea: Highlight a recent 'small win' and celebrate it. Example: "Small win today: [describe, like 'checked off my entire to-do list' or 'took a break without guilt!]."	Idea: Share a weird habit of yours and ask your audience if they relate. Example: "Confession: I woke up this morning & realised I can't sleep unless all the doors in my house are closed! Does anyone else have quirky habits like this?" (Ask your audience to share their own habits in a question box.)	Idea: Show how you unwind after a long workday. Example: "After a busy day, I like to unwind by meditating for 10 minutes and enjoying a hot cup of tea. What's your go-to way to relax after work?" (Post a cozy picture of your routine, and ask your audience to share theirs using the question box.)	Idea: Give a tour of your desk or workspace, showing off where you meet clients, or "where the magic happens". Example: "Where we create everything for YOU."	Idea: Share something you're currently learning and how it's going. Example: "I'm learning how to cook more plant-based meals, and this week I tried making lentil soup for the first time. Spoiler: It was a success! What's something new you're learning this year?" (Post a picture of the meal and use the question box for audience responses.)

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	INFORM	EDUCATE	INSPIRE	EDUCATE	CONNECT	EDUCATE	INFORM
FEED POSTS	Idea: List compelling reasons to encourage your audience to try a new practice. Example: 3 reasons you should try solo travel this year Tip: Focus on benefits that resonate with your audience.	Idea: Provide a "best practices" guide. Example: Essential resume tips to stand out in a competitive market Tip: Share a set of best practices your audience should follow to achieve better results in a specific area.	Idea: Showcase a client's success story and the steps they took to get there. Example: How my student mastered the violin in just 6 months Tip: Outline your client's initial struggles, the methods you used, and the progress made.	Idea: Teach your audience how to improve a specific technique/process/approach related to your niche. Example: Make your candles last longer with these simple tricks... Tip: Share a reel or carousel post, with each slide offering a tip on improving the specific technique you're focusing on.	Idea: Share a personal opinion or perspective on a current trend in your niche. Example: Why I believe short workouts can be just as effective as long gym sessions – my personal take Tip: Share a post with your thoughts on the topic.	Idea: Highlight a frequently asked question (FAQ) in your niche and provide an in-depth answer. Example: FAQ: How can I stop my dog from pulling on the leash? Tip: Create a carousel post or a reel where you address this FAQ with specific tips. You can also gather multiple FAQs in one post to address several common questions at once.	Idea: Post about an interesting fact that your audience might not know but will find useful or intriguing. Example: 10,000 steps to a happier mood – here's how walking can change your day Tip: Share a short video discussing the topic.
IG STORIES	Idea: Post "a life motto I live by" with a brief story about why it resonates. Example: "Life motto: 'Progress, not perfection.' Helps me keep moving forward." (Invite followers to share their life mottos with the question box.)	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day! Thank you, [name or follower handle]."	Idea: Show a favourite tool or product that helps you in your daily work and explain why you love it. Example: "This app has been a game-changer for my productivity! [Name the app/product] helps me stay organised and hit my deadlines without stress. What's one tool you can't live without?" (Post a picture of the app on your screen or in use.)	Idea: Share a moment when you changed your opinion on something in your niche and why. Example: "I used to believe that [common belief in your niche], but after doing my own research and testing, I realized it wasn't effective. Now, I do [new approach], and it's been a game-changer!"	Idea: Create a mini-tutorial on a skill or process related to your niche. Example: "Here's how I [process related to your work] in just 3 easy steps! Step 1: [Explain first step]..." (Break down a useful process or tip into bite-sized parts, using each frame of your story to explain a step.)	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share your go-to morning or evening routine. Example: "Every morning, I like to start with a 10-minute meditation and a cup of coffee before diving into work. It helps me feel grounded and ready for the day." (Post a picture of your morning setup and use the question box to invite responses. You can also use a poll sticker: "Do you have a morning routine?" Yes/No.)

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	INFORM	ENTERTAIN	EDUCATE	INFORM	INSPIRE	CONNECT	EDUCATE
FEED POSTS	Idea: Share news or updates relevant to your niche. Example: Book lovers, don't miss these exciting 2025 releases Tip: Share a breakdown of the update by including key details (Briefly introduce what the news or update is about and why it's relevant to your audience; summarize the main points or features; explain the potential impact or benefits of this update for your audience).	Idea: Post a funny meme that pokes fun at common misconceptions in your industry. Example: Expectation vs. Reality of doing a home workout (Images - Perfectly executed exercises with a calm, focused expression vs Struggling to find space, dodging pets or kids, and getting distracted halfway through). Tip: Create a side-by-side image or video showing the expectation versus the humorous reality.	Idea: Create a tutorial video that teaches your audience how to use a product, feature, or technique in your niche. Example: Wine pairing made easy: Match your meal with these simple tips Tip: Offer clear explanations and practical examples.	Idea: Analyze a well-known case study in your niche and explain how it applies to common problems your audience faces. Example: How a local library increased membership by 50% through community events – here's what we can learn from it... Tip: Create a post explaining the before, during, and after of this real-life example, with key takeaways for your audience.	Idea: Talk about how changing your approach or perspective on a product helped you achieve better results or satisfaction. Example: Why investing in timeless jewelry pieces transformed my style... Tip: Walk your audience through your mindset shift, the benefits you've experienced, and tips on how they can apply this approach.	Idea: Show your process or workflow in action, sharing a step-by-step breakdown of how you achieve a specific result. Example: Family vacation planning simplified: My 5-step to a stress-free trip Tip: Share a video or carousel post showing your process, with tips on each step.	Idea: Post a comparison between two or more methods or products used in your niche. Example: Rain jacket vs. windbreaker – which is better for a misty morning hike? Tip: Explain the pros and cons of different approaches to help your audience make informed decisions.
IG STORIES	Idea: Share the best advice you've ever received and how it's impacted you. Example: 'The best advice I've ever received was [advice]—it completely changed the way I approach [related aspect of your life or work].'	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point.)	Idea: Create a poll on a fun topic that relates to your niche. Example: 'I need your help deciding! Should I [fun work decision, like what product/service to launch next, etc.]?' (Use the poll sticker to get people involved in the decision-making process, such as: "X product/service or X product/service")	Idea: Highlight a major win or accomplishment in your life or career. Example: "I just hit a big milestone today—[milestone]. I'm so excited and grateful for all the support. What's something you're proud of this week?" (Use the 'Add Yours' sticker so your audience can share their wins, and create a sense of community around celebrating success.)	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: "Here's what a typical day in my life looks like! Come along with me." (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Share a lesson you've learned through failure and how it helped you grow. Example: "I once failed at [specific experience], but it taught me an invaluable lesson: [lesson]. It wasn't easy, but it made me better at [related aspect of your life or work]."	Idea: Ask your audience to share their opinions on a hot topic or trend in your niche. Example: "Let's talk about [hot trend in your niche]. Do you love it or hate it?" (Use a poll sticker to get your audience's thoughts, then share your own opinion in the next story with a short explanation.)

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	INFORM	CONNECT	INSPIRE
FEED POSTS	Idea: Share a helpful technique to make sure followers are getting the most out of a process. Example: You're packing wrong if you aren't rolling your clothes! Tip: Focus on the practical benefits of the "correct" method, explaining why it's effective.	Idea: Give your audience a glimpse into your daily routine. Example: My week as an artist while finishing a piece I've been working on for over a month Tip: Use short clips showing different parts of your day, and record a voice-over explaining each segment.	Idea: Share an achievement you or a client recently reached and explain the steps taken to get there, highlighting the role of your product/ service/ help. Example: After years of struggling with skin issues, I finally achieved clear skin – here's my journey and tips that worked for me! Tip: Discuss your experience and provide actionable advice for your audience on how they can achieve similar results.
IG STORIES	Idea: Share a mini-review of a book, tool, or product that's been a game-changer for you. Example: 'I've been using [product/tool/book] for a while now, and it's completely transformed the way I [do something in your niche]. Here's why I love it: [reason 1], [reason 2].'	Idea: Share a throwback to a pivotal moment in your career or personal life and reflect on it. Example: "The day I [achieved a major milestone or made a big decision]. This moment changed everything for me, and it's a reminder of how far I've come."	Idea: Post "4 niche-related pain points" and ask your audience to vote on the one that affects them most. Example: "Which of these challenges do you relate to most? 1. [Pain point 1], 2. [Pain point 2]."(Use the poll sticker and follow up with targeted tips for the top pain point.)

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FEBRUARY

FEED POSTS	1 EDUCATE Idea: Post a “why it matters” explanation of a key concept in your niche, showing its importance. Example: Why investing in quality basics is a game changer for your wardrobe Tip: Discuss the concept in a conversational way, walking your audience through why it matters and providing practical steps they can take to apply it.	2 INFORM Idea: Post a “Top 5 mistakes to avoid” list in your niche, explaining why each one can negatively affect success. Example: Avoid these 5 mistakes when budgeting your finances Tip: Identify common pitfalls and provide solutions for avoiding them.	3 ENTERTAIN Idea: Share a ‘Then vs. Now’ post showing how your niche has evolved over time. Example: Fashion trends: Then vs. Now – From bell-bottoms to skinny jeans. Tip: Share side-by-side images or videos showing the contrast between old and new approaches, using humor or nostalgia.	4 EDUCATE Idea: Share a time-saving hack for a common task in your niche. Example: The fastest way to achieve a flawless makeup look in the morning Tip: Provide a step-by-step guide or hack that makes the task faster or easier.	5 EDUCATE Idea: Post a step-by-step guide on a process your audience underestimates or skips. Example: Are you skipping this important step before your workout? Tip: Share a post that explains why this step is important and how it contributes to the overall outcome.	6 INFORM Idea: Conduct a thorough review of a trending product in your niche. Example: Is this new fitness tracker worth the hype? Tip: Present a balanced review that evaluates effectiveness, ease of use, and value for money.	7 CONNECT Idea: Share an unexpected aspect of your work that your audience might not be aware of. Example: Here's a behind-the-scenes look at how I make my own pottery glazes Tip: Create a behind-the-scenes video or photo series showing the process.
	IG STORIES Idea: Ask your audience for their biggest goal for the month or quarter and share yours. Example: ‘My biggest goal for this month is [specific goal]. What about you? What's one thing you're focusing on achieving this month?’ (Post your goal and use a question box to invite responses. Later, you can share some goals from your audience to inspire others.)	Idea: Share a behind-the-scenes story of how you stay motivated and productive. Example: ‘A lot of people ask me how I stay motivated. Here's my secret: [Share productivity hacks, routines, or mindset shifts that keep you going]. What helps you stay on track?’ (Post a photo of your workspace or tools that support your productivity).	Idea: Share a story about the biggest misconception in your industry and explain the truth. Example: ‘One of the biggest misconceptions in [your niche] is [misconception]. Here's why that's not true and what the reality is!’ (Use a quiz sticker to first ask your audience what they think, and follow it up with the explanation.)	Idea: Share a story about the “biggest challenge in your industry” to offer a transparent perspective. Example: ‘One challenge in [your industry]: [describe briefly, like ‘keeping up with trends’].’	Idea: Share your top three self-care activities and explain how they benefit you. Example: ‘My top three self-care activities are [Activity 1], [Activity 2], and [Activity 3]. They help me recharge and stay focused on my goals. What are your self-care musts?’ (Post a picture of you engaging in one of these activities, and ask your audience to share theirs using the question box.)	Idea: Create a ‘day in my life’ Story to show how you balance work and personal life. Example: ‘Here's what a typical day in my life looks like! Come along with me.’ (Share snapshots of your day, whether it's work, self-care, or relaxation time.)	Idea: Ask your audience for their opinions on a fun topic outside of work, like movies, books, or food. Example: ‘Let's switch things up! What's your all-time favourite movie or book? I'm looking for recommendations.’ (Use the question box for answers, and share a few of your top picks as well.)
FEED POSTS	8 EDUCATE Idea: Share lesser-known tips to help your audience refine a specific practices in your niche. Example: 3 secrets to healthier houseplants that you probably haven't tried Tip: Share each tip with a short explanation.	9 CONNECT Idea: Share about a process you use regularly. Example: How I plan my weekly meals as a nutritionist. Tip: Outline each step of your process, detailing the rationale behind your choices.	10 EDUCATE Idea: Break down an often misunderstood topic in your niche. Example: Mindful eating isn't what you think – here's what it actually means and why it matters Tip: Create a post that simplifies the misunderstood topic. Use easy-to-understand language to help your audience understand the concept and its importance.	11 INTERACT Idea: Conduct a score game about common mistakes in your niche, educating in a fun way. Example: How many of these [niche] mistakes have you made? Tip: List common mistakes and assign points to each one. Encourage followers to share their scores in the comments for a chance to win a prize (such as a discount or a free guide, for example).	12 EDUCATE Idea: Offer a quick hack or shortcut your audience can implement immediately. Example: A quick hack for cleaning hard-to-reach spaces Tip: Create a simple reel demonstrating the hack in action, with captions or voice-over explaining each step.	13 CONNECT Idea: Share a story about making a bold or risky decision and the outcomes it led to (niche-related). Example: The scariest decision I ever made... Tip: Describe how the decision impacted you positively.	14 ENTERTAIN Idea: Post a humorous photo series or video that showcases your love for something niche-related, using Valentine's Day as a creative twist. Example: My one true Valentine? My favorite moisturizer! Tip: For the example above, create a series that includes: setting up a romantic scene with your ‘Valentine’ (the moisturizer), applying it as if you're on the perfect date, and snuggling with it while watching a movie.
	IG STORIES Idea: Share a mini-training video series on an important topic in your niche. Example: ‘Let's dive into [specific topic] with this quick mini-training!’ (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Post a “One piece of advice” story with valuable insights from your experience. Example: ‘If I could give one piece of advice, it would be: [‘Share advice].’	Idea: Talk about a habit that has positively impacted your life and encourage your audience to try it. Example: ‘One habit that's made a big difference in my life is [habit]. It's helped me [specific benefit], and I can't recommend it enough!’ (Post a picture of the habit in action.)	Idea: Create a ‘Top 3 lessons I've learned’ story about your field. Example: ‘Top 3 lessons I've learned in [your field or career]: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3].’	Idea: Share the most inspiring or motivational message you've received and how it impacted you. Example: ‘One of the most inspiring messages I've ever received was [message]. It really changed the way I think about [related aspect].’	Idea: Do a mini challenge for your audience related to a small goal or habit. Example: ‘I'm challenging myself to [small goal or habit] for the next week, and I want you to join me! Let's hold each other accountable. Are you in?’ (Use the poll sticker to let your audience commit to the challenge, and follow up with progress stories over the next few days.)	Idea: Talk about a difficult decision you made in your career and why it was the right choice. Example: ‘Making the decision to [specific decision] was tough, but looking back, it was the best move for me. It taught me [valuable lesson].’ (Post a picture of yourself.)
FEED POSTS	15 EDUCATE Idea: Create a tutorial that answers a niche-specific question your audience often asks. Example: Here's how to properly care for your leather shoes Tip: Record a Reel demonstrating each step of the process, or create a carousel post where each slide breaks down the steps with clear visuals and captions.	16 INFORM Idea: Introduce a new tool/ resource/ product that's useful for your niche, explaining how it works and why it's helpful. Example: Boost your productivity with this simple habit-tracking app Tip: Walk your audience through its key features and explain how it can be used in various ways relevant to your niche.	17 INSPIRE Idea: Talk about a risk you took and how it paid off (or what you learned from it). Example: Launching my clothing line was a risk – here's why it was worth it... Tip: Create a post showcasing the journey or evolution of your project. Share share the risks and uncertainties you faced and how they ultimately contributed to your success, highlighting the impact on your brand or business growth.	18 EDUCATE Idea: Share 3 practical tips to help your audience achieve a specific goal in your niche. Example: 3 tips to boost your workout results – no extra time required. Tip: Explain each tip in detail.	19 CONNECT Idea: Share a fun fact about your work that your audience might not know yet. Example: I design most of my dresses from vintage fabrics... Tip: Share a photo or video related to the fun fact. In the caption or video, explain why this fact is meaningful to you and how it influences your work or connects with your audience.	20 EDUCATE Idea: Share a step-by-step guide for choosing the right product or professional in your niche. Example: How to find the perfect pair of jeans for your body type Tip: Walk your audience through each step of selecting the right product or professional in your niche. Use visuals or demonstrations (if applicable) to explain how different options cater to various preferences or needs, helping your audience make informed decisions.	21 INFORM Idea: Explain a common misconception your audience may have about a tool or strategy in your niche. Example: You might be brushing your hair the wrong way... Tip: Create a post comparing the common misconception with the correct approach.
	IG STORIES Idea: Share something that's been on your to-do list for a while and why you've been avoiding it. Example: ‘Confession: I've been putting off [specific task] for way too long, and it's time to finally get it done! Anyone else have something they've been procrastinating on?’ (Use the poll sticker: ‘Yes, I'm guilty!’ / ‘Nope, I'm on top of it!’ and follow up with a story once you've completed the task.)	Idea: Talk about your biggest motivator. Example: ‘One thing that keeps me motivated every day is [specific motivator—family, goals, personal values]. It reminds me why I'm working hard and pushes me to keep going. What's your biggest motivator?’ (Use a question box to collect responses and repost some of your audience's motivators.)	Idea: Share a snapshot of your morning routine and ask your audience to share theirs. Example: ‘Here's a glimpse of my morning routine: [Describe your steps, like meditation, exercise, or coffee time]. It helps me start the day feeling energized and ready.’	Idea: Post a screenshot of an appreciation message or comment you received. Example: ‘Reading this made my day! Thank you, [name or follower handle].’	Idea: Talk about your favourite part of your business and why you love it. Example: ‘One of the best things about my work is [specific aspect]. It makes all the hard work worth it because [explain the impact or joy it brings].’	Idea: Share a list of your top 3 or 5 favourite things right now (books, shows, apps, etc.). Example: ‘Here are my top 3 favourite things right now: 1. [book/app/show], 2. [another favourite], 3. [another favourite].’ (Post pictures of each favourite.)	Idea: Reintroduce your business's mission in a short video. Example: ‘Here's why I do what I do! [Explain your business's mission and purpose in a short video].’
FEED POSTS	22 EDUCATE Idea: Share a “how-to” post that simplifies a complex process. Example: Matching patterns in your outfit doesn't have to be tricky... Tip: Walk your audience through the steps in an easy-to- understand way.	23 ENTERTAIN Idea: Create a humorous, relatable reel or post about a common scenario your audience faces. Example: When you try a recipe and it doesn't turn out like the picture... Tip: Make a post that illustrates the scenario. In this case, you'd show the expected result vs. the failed recipe attempt.	24 INFORM Idea: Explain a common mistake people make in your niche and how to avoid it. Example: The biggest mistake people make when choosing sunglasses Tip: Explain how they can avoid the mistake and offer tips on what to do instead, making the content actionable and easy to follow.	25 CONNECT Idea: Share a personal story about what inspires your work. Example: How my grandmother inspired my love for vintage fashion Tip: Explain how this inspiration shapes your work and why it holds meaning for you, helping your audience connect with your journey on a deeper level.	26 EDUCATE Idea: Teach your audience how to care for something related to your niche. Example: How to keep your wool sweaters looking brand new// How to properly stretch and recover after a workout Tip: Guide your audience through each step of the care process. Explain why each step is important and how taking these steps can improve the lifespan or effectiveness of the item or practice.	27 INSPIRE Idea: Celebrate a small victory or milestone that your audience can relate to. Examples: Reached 100 sales on my handmade shop! / Finally mastered the perfect sourdough bread Tip: Share a photo or video related to your milestone, with a caption explaining the challenges you overcame and what kept you motivated	28 EDUCATE Idea: Explain how to identify quality in your niche. Example: How to spot high-quality leather goods Tip: Break down the key indicators of quality in your niche. For products, use visuals to compare lower-quality and higher-quality items, and explain specific details to look for. For services, outline qualities that define high-quality service.
	IG STORIES Idea: Talk about the most rewarding moment you've had in your business so far and what it meant to you. Example: ‘One of the most rewarding moments in my business was [specific moment]. It reminded me why I do what I do and the impact it can have.’	Idea: Share a funny or unexpected behind-the-scenes moment from your workday. Example: ‘Not every day goes as planned! Today I [describe a funny or unexpected moment, like a tech fail]. It happens to the best of us!’ (Post a candid photo or video of the moment).	Idea: Create a poll asking your audience what kind of content they'd like to see more of. Example: ‘I want to create content that's valuable for you! What would you like to see more of? [Option 1] or [Option 2]?’ (Use the poll sticker to gather feedback, and then share your response or plans for future content based on the results.)	Idea: Share what's on your to-do list today. Example: ‘Today's to-do list: 1. [Task 1], 2. [Task 2], 3. [Task 3].’	Idea: Do a mini ‘ask me anything’ session where your audience can ask you questions about your work, hobbies, or life. Example: ‘Ask me anything! Drop your questions in the box, and I'll answer as many as I can.’ (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share a message or comment from a follower that made you feel good. Example: ‘This comment from [follower's name or initials] really made my day! [Share the comment]. It's moments like these that remind me why I love what I do. Thank you all for your support!’ (Post a screenshot of the comment or message.)	Idea: Share a ‘micro-goal’ you're setting for the day. Example: ‘Today's micro-goal: [describe, like ‘drink more water’ or ‘finish a small task’]. It's all about small wins!’

MARCH

	1	2	3	4	5	6	7
	CONNECT	INFORM	ENTERTAIN	INFORM	INFORM	EDUCATE	INFORM
FEED POSTS	Idea: Share an update about something you've been working on recently and how it's going. Example: Come behind the scenes of my latest photography project. Tip: Record a Reel or create a photo series showcasing the behind-the-scenes of a project you've been working on recently. Use captions or a voiceover to share your progress, any challenges you've encountered, and what you've learned along the way.	Idea: Break down a commonly misunderstood topic in your niche and provide a simple explanation. Example: Hot water isn't your friend when washing your face... Tip: Explain the correct approach or method, explaining how it leads to better results and why avoiding the common mistake is beneficial.	Idea: Create a parody or exaggerated version of a common experience in your niche. Example: When skincare enthusiasts try every product out there... and still struggle. (a reel showing someone with a cabinet full of skincare products, overly complicated routines, but still struggling with common skin issues). Then, smoothly transition to offering a solution by contrasting the exaggerated routine with a simpler, more effective approach, explaining why this solution works. Tip: Record a reel that exaggerates a common experience in your niche and how you can help.	Idea: Share a detailed comparison of different tools, techniques, or approaches your audience can use. Example: High-yield savings account vs. investing – which is better for growing your money? Tip: Provide a comparison of the options, outlining the key benefits and potential drawbacks of each, helping your audience understand how each option aligns with different goals, needs, or preferences.	Idea: List things people think are essential for an activity but actually aren't. Example: 3 things I thought I needed for a skincare routine but don't. Tip: List the 3 items and provide cost-effective or simpler alternatives that work just as well.	Idea: Share a guide that answers a frequently asked question in your niche. Example: How to keep your veggies fresh longer Tip: Create a post that provides a detailed guide addressing a frequently asked question in your niche. Break down the steps or tips clearly, using visuals to illustrate each point (when applicable). Explain why each step is important.	Idea: Highlight an emerging trend or change in your niche that your audience should pay attention to. Example: Sustainable fashion is taking over – here's why this trend is here to stay. Tip: Explain why it's important for your audience to be aware of it.
IG STORIES	Idea: Share a blooper from your content creation process and the lesson you learned from it. Example: 'Here's a behind-the-scenes blooper from my video creation process! [Share a funny or candid moment]. The lesson? Don't take yourself too seriously—it's all part of the process!' (Post a short video of the blooper.)	Idea: Share a mini-training video series on an important topic in your niche. Example: 'Let's dive into [specific topic] with this quick mini-training!' (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Share something exciting that's happening in your life soon. Example: 'I'm so excited about [upcoming event, trip, or personal milestone], and I just had to share!'	Idea: Share your 'why'—why you started your business or journey. Example: 'This is why I started [your business]. It wasn't easy, but here's what motivates me every day: [Share your reason].'	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: 'Here's what a typical day in my life looks like! Come along with me.' (Share snapshots of your day, whether it's work, self-care, or relaxation time.)	Idea: Share your 'to-don't' list instead of a to-do list. Example: 'Here's my 'To Don't' list today: 1. [Task you're avoiding], 2. [Unnecessary task], choice answers via the poll	Idea: Share "an industry secret" that your audience will find valuable. Example: 'Here's a little-known fact in [your field, like skincare]: [describe secret]. It makes a difference!' (Invite questions about this topic with the question box.)

	8	9	10	11	12	13	14
	EDUCATE	CONNECT	EDUCATE	ENTERTAIN	EDUCATE	INTERACT	EDUCATE
FEED POSTS	Idea: Share a simple step-by-step tutorial that teaches your audience how to do something useful. Example: 3 steps to perfect scrambled eggs Tip: Create a video or carousel post that visually illustrates each step of the tutorial. Use clear visuals to demonstrate the process and include concise instructions, ensuring that each step is easy to understand and follow.	Idea: Share a behind-the-scenes look at one of your work processes. Example: A peek at how my fashion sketches come to life Tip: Record a reel or take a series of photos that showcase the different stages of your work process. Highlight key steps. Use captions or a voiceover to explain each stage, giving your audience insight into your workflow.	Idea: Post a "do's and don'ts" list for a specific task in your niche. Example: Building a skincare routine? Here's what to do (and what to avoid) for the best results. Tip: Create a split-image carousel post showing do's on one side and don'ts on the other, with clear explanations of why each is important.	Idea: Create a meme describing a common mistake in your niche. Example: When you forget your sunscreen, and now you're a lobster... Tip: Keep it light-hearted and relatable, encouraging your audience to share their own experiences.	Idea: Offer a guide on how to properly use a product/ method relevant to your niche. Example: How to use essential oils safely Tip: Demonstrate different methods or techniques (if applicable), providing clear explanations and tips for effective use.	Idea: Reintroduce yourself by sharing five curious facts about yourself. Example: 5 things you probably didn't know about me... Tip: Keep the tone friendly and engaging. Encourage your audience to share their own fun facts in the comments to build a connection.	Idea: Help your audience understand a specific aspect of your niche. Example: Why moisturising is the most important step in skincare... Tip: Break down the benefits of the specific aspect you're addressing.
IG STORIES	Idea: Do a before-and-after transformation of a workspace, process, or skill. Example: 'Here's my workspace before I organised it, and here's how it looks now!' (Show the before and after.)	Idea: Share a 'life hack' that's not related to work or your niche. Example: 'Here's a random life hack I use every day: [Share the hack, like how you organise your fridge or a shortcut for folding clothes]. It makes my life so much easier!'	Idea: Post a "random picture of yourself" and give a quick life update. Example: 'Quick check-in! Here's how my day's going: [describe a bit, like had a busy morning but feeling good!].'	Idea: Do a 'get to know me' series—ask your audience what they want to know. Example: "What would you like to know about me?" Drop your questions below, and I'll answer in my stories!" (Use the question box for submissions, and create a few stories where you answer the most interesting or personal questions.)	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day! Thank you, [name or follower handle]."	Idea: Create a 'would you rather' game related to your niche. Example: "Would you rather... [Niche-related scenario A] or [Niche-related scenario B]?" (Use the poll sticker to let your audience choose, and follow up with a personal answer or explanation of what you'd pick and why.)	Idea: Show off a recent achievement or milestone and explain how you got there. Example: 'I'm so excited to share that I've just [achievement, like launching a product, hitting a goal, etc.]. It's taken [explain the hard work or steps], but I couldn't have done it without your support!'

	15	16	17	18	19	20	21
	INFORM	INSPIRE	EDUCATE	EDUCATE	CONNECT	EDUCATE	INFORM
FEED POSTS	Idea: Highlight a common challenge your audience might face that negatively impacts their daily lives, making them aware of the problem. Example: Why multitasking is hurting your productivity Tip: Share a post where you discuss different aspects of this problem.	Idea: Talk about a past mistake and what you learned from it to motivate your audience. Example: What overwatering my garden taught me... Tip: Share a personal story along with photos or visuals showing the mistake and the improvement after learning from it. You can also create a Reel reflecting on what you would do differently and how it has helped you grow.	Idea: Provide a step-by-step walkthrough to help your audience achieve a common goal or complete a process. Example: Let's set up a cozy pet space Tip: Create a post that outlines each step of the process clearly.	Idea: Share a niche-specific tip you've personally tested and found effective. Example: This meal prep hack saves me 2 hours every week Tip: Share a tested and effective tip related to your niche. Explain how the tip works and its benefits.	Idea: Reflect on a challenge you faced in your business and how you overcame it. Example: How I juggled parenting and building my coaching business during a pandemic Tip: Share your personal story about the challenge. Discuss the specific difficulties you encountered and the strategies you implemented to overcome them.	Idea: Offer 5-7 essential tips for achieving a specific result relevant to your niche. Example: 5 must-know skincare tips for winter Tip: Add concise explanations for why each tip works.	Idea: Analyse a recent update or change in your niche and how it could impact your audience. Example: New pet care rules you need to know about Tip: Break down the recent update and explain how it impacts your audience. Focus on highlighting the key takeaways and what your audience needs to know.
IG STORIES	Idea: Do a "One thing I'm grateful for today" story. Example: 'Today, I'm grateful for [something simple but meaningful, like sunshine, a good meal, or time with family].'	Idea: Show the 'unseen side' of your business or life—things people don't usually know about. Example: 'Here's something most people don't see behind the scenes: [Share an overlooked aspect of your work or personal life]. It's not glamorous, but it's part of the process!'	Idea: Post a morning mood check in. Example: 'Morning mood check! Today I'm feeling [describe briefly, like 'motivated and ready to go!']. How's your morning vibe?' (Use a poll with options like 'Energised', 'Relaxed', 'Still waking pp,' or 'Could use more coffee.')	Idea: Share a "little thing that makes my day" story, highlighting something simple that brings you joy. Example: 'The little thing that makes my day: [describe item or routine, like a fresh cup of coffee].'	Idea: Do a flashback to your first day in your business. Example: 'Flashback to my very first day in [your business]. I was feeling [describe your emotions], and I've learned so much since then!' (Post an old photo or a visual representing that time).	Idea: Share your "mini rituals" that bring you comfort. Example: 'One of my favourite mini rituals: [describe your comfort activity, like lighting a candle before work].'	Idea: Share your biggest pet peeve in your niche. Example: 'My biggest pet peeve in [your niche] has to be [share your personal pet peeve, like a frustrating industry trend or common mistake].'

	22	23	24	25	26	27	28
	EDUCATE	EDUCATE	INFORM	EDUCATE	CONNECT	INSPIRE	EDUCATE
FEED POSTS	Idea: Teach how to achieve a specific result without a typical condition or tool. Example: Train your dog to sit – no treats needed Tip: Create a post that demonstrates how to achieve a specific result without relying on typical conditions or tools. Provide clear explanations of how these approaches can still be effective.	Idea: Highlight a prevalent problem your audience may not realise they face, explaining why it matters. Example: Why feeding dogs human food can be risky Tip: Create a post where you explain the problem, its implications, and provide actionable tips to help your audience make informed decisions related to the topic.	Idea: Share a list of recommendations that your audience can use to improve their experience or lifestyle. Examples: Top 5 websites to start learning a new language/ Top 5 recommendations for creating a cozy home atmosphere Tip: Create a carousel post with each resource highlighted on its own slide, or share a Reel where you walk your audience through the key features of each resource.	Idea: Compare two popular approaches, explaining why one might yield better results Example: Why planning a flexible itinerary is more effective than a rigid schedule when traveling Tip: Provide evidence or real-life examples that illustrate the benefits of the preferred approach. Use clear comparisons that help your audience make informed decisions.	Idea: Offer a personal perspective on a topic within your niche. Example: Why I believe solo travel is a life-changing experience... Tip: Create a post where you share your thoughts on the topic.	Idea: Talk about a challenge you faced recently and how it helped you grow. Example: What happened when I tried a new scent that turned out...not so great (candles niche). Tip: Create a post where you share a challenge related to your niche that you faced recently. Include key takeaways that highlight the lessons learned.	Idea: Share 3 life-changing tips for someone dealing with a specific issue. Example: 3 tips to help end hair loss – give these a try! Tip: Present each tip with evidence of effectiveness.
IG STORIES	Idea: List 5 things you've learned so far this year. Example: 'Five things I've learned this year: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]'	Idea: Something I never leave the house without. Example: 'I never leave home without my [item, like 'notebook or water bottle']. What about you?' (Use the question box for followers' must-haves.)	Idea: Talk about your favourite way to unwind after a long day. Example: 'After a long day, I love to unwind by [describe your go-to relaxation activity, like reading, meditating, or watching a show]. What's your favourite way to relax?' (Use a calming visual and ask your audience to share their relaxation methods in the question box.)	Idea: Create a 'what's in my bag' story. Example: 'Here's what's in my bag today: [Show the items you carry daily for work or personal use]. What's something you never leave the house without?' (Use a question box to ask your audience what essentials they always carry, and share some interesting or fun responses.)	Idea: Share a time-lapse video of you completing a task. Example: 'Watch me speed through [task, like organizing your desk, packing orders, or designing something].' (Post a time-lapse video to showcase your process).	Idea: Ask your audience to share a photo of their current view. Example: "What does your view look like right now? Here's mine: [Post a photo of your current surroundings]. (Use the 'Add Yours' sticker to start a trend where your audience shares their current views.)	Idea: Post a niche-related meme and ask if your audience can relate. Example: 'This meme perfectly describes me whenever I [niche-related activity or challenge]! Who else can relate?' (Use the poll sticker: 'Totally!' or 'Not me.')

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	ENTERTAIN	INFORM	INFORM
FEED POSTS	Idea: Create a funny video that exaggerates a common stereotype in your niche. Example: POV: You're the overly enthusiastic yoga instructor... Tip: Film a humorous video that exaggerates a common stereotype in your niche. Use funny dialogue or exaggerated scenarios.	Idea: Debunk a polarizing myth or hotly debated topic in your niche. Example: Myth or Fact: Does lifting weights make women bulky? Tip: Explain why the myth is incorrect and provide accurate information.	Idea: Share a list of common mistakes people make in your niche and how to avoid them. Example: Avoid these common mistakes when taking portrait photos Tip: Create a carousel post that outlines common mistakes people make in your niche. Dedicate each slide to a specific mistake, providing clear advice on how to avoid it.
IG STORIES	Idea: Create a story on '3 things I've learned from my clients/customers' and ask followers to share theirs. Example: "Top 3 lessons I've learned from my clients: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."	Idea: Post one thing you wish you could change about your field. Example: 'If I could change one thing about [your field], it would be [describe, like 'more work-life balance']. (Invite followers to share changes they'd make in their own industries.)'	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)

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APRIL

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	ENTERTAIN	EDUCATE	INSPIRE	EDUCATE	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Play with April Fool's Day and make a joke that fits your niche. Example: NEW FEATURE ALERT! We've just released the first-ever Teleportation Button on our app! Just tap and POOF, you're anywhere you want to be instantly! Just kidding! Happy April Fool's! Tip: Keep your audience in on the joke with an over-the-top concept that's clearly unrealistic but entertaining.	Idea: Share 5 'ingredients' (aka tips) to help your audience achieve a desired result. Example: 5 key ingredients to master Spanish this year Tip: Break down the process into 5 clear steps, with each step providing actionable advice or a tool your audience can use.	Idea: Showcase a client's success story and the positive changes they made. Example: How my client lost 15 pounds sustainably... Tip: Include before-and-after photos or a video showcasing their progress (when applicable) and detail their journey, emphasizing the steps they took and the strategies that contributed to their success.	Idea: Explain the real reason why something doesn't work in your niche. Example: The real reason your makeup isn't lasting all day Tip: Use this post to educate your audience about a common problem they face. Break down the reason in simple terms, and provide a solution or alternative.	Idea: Analyse a case study from your industry that highlights a valuable lesson or strategy. Example: What Rihanna's fearless fashion choices teach us about bold styling Tip: Create a carousel post or Reel breaking down key elements from the analysis.	Idea: Share practical tips to improve a specific practice within your niche. Example: Step up your makeup game with these blending tips Tip: Create a step-by-step post or a video tutorial that explains the practice in detail and demonstrates practical ways to improve.	Idea: Discuss why a certain commonly advocated practice goes against your values, then explain your view. Example: Why I don't believe in 'no pain, no gain' – here's my take Tip: Write a thoughtful post that explains your ethical or practical reasons.
IG STORIES	Idea: Share your favourite after-work routine. Example: "After a long day, I love to unwind by [your favourite after-work activity, like going for a walk, reading, or spending time with family]. It helps me relax and recharge."	Idea: Do a "customer favourites" story, showing your top-selling products or services. Example: "Our customers can't get enough of [top product or service]. Here's why it's a hit!"	Idea: Share one goal you want to achieve this month. Example: "This month, my goal is to [specific goal, like read two new books or complete a project]."	Idea: Share a misconception about your niche and the truth behind it. Example: "Many people think [common misconception about your industry], but the truth is [explain the reality]. Have you ever believed this myth?" (Use a poll sticker to see if your audience has believed the misconception.)	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: "Here's what a typical day in my life looks like! Come along with me." (Share snapshots of your day, whether it's work, self-care, or relaxation time.)	Idea: Do a mini 'ask me anything' session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share the top 3 things you wish you knew sooner in your niche. Example: "Top 3 things I wish I knew sooner: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."

	8	9	10	11	12	13	14
	EDUCATE	CONNECT	EDUCATE	ENTERTAIN	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Provide a step-by-step tutorial on handling a typical task or challenge in your niche Example: organise your pantry like a pro in easy steps. Tip: Break the task down into simple, easy-to-follow steps. Use visuals and written instructions to guide your audience through the process, highlighting key tips and practical advice.	Idea: Share a list of 3 things you wish you had known sooner and explain why. Example: 3 game-changing lessons I wish I'd known before starting my business. Tip: Discuss each point in a video.	Idea: Provide advice on best practices and common pitfalls in a particular area of your niche. Example: Skincare Routine - What to include and what to skip Tip: List out clear, concise do's and don'ts, in a carousel post or a quick video format, with explanations for each point.	Idea: Create a humorous meme that relates to a common situation in your niche. Example: When you've planned every detail of the trip, and nothing goes as expected... Tip: Create a relatable meme and pair it with a funny caption to engage your audience.	Idea: Offer actionable advice on improving efficiency or effectiveness in a task relevant to your niche. Example: 5 tips to enhance your morning skincare routine Tip: Create a carousel or video tutorial that breaks down these tips into easy-to-implement steps.	Idea: Create a list of recommendations for your audience related to your niche. Example: 5 lenses every beginner photographer should consider Tip: Include a brief description of why each one is valuable and how it can help your audience.	Idea: Offer practical advice for optimising a common tool or technique in your niche. Example: Boost your garden's bloom with these watering tips Tip: Offer a series of tips.
IG STORIES	Idea: "The best decision I made recently" and why. Example: "Best decision lately. [mention decision, like 'setting aside time for reading each day']. It's been a game-changer because [explain why, like 'it helps me unwind and sparks new ideas']."	Idea: Do a mini 'ask me anything' session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share a 'How it's made' process for one of your products or services. Example: "Here's a look at how I create [product or service]. It takes [describe the process], but the final result makes it all worth it!" (Post videos or photos of each step, and use a poll sticker to ask if your audience enjoys behind-the-scenes content.)	Idea: Share what's your "superpower". Example: "If I had a superpower, it would be [describe your unique talent or skill]."	Idea: Create a 'Would you rather' story with unexpected or unusual choices. Example: "Would you rather... 1. Be able to fly or 2. Be invisible? What would you choose?" (Use the poll sticker for fun, unexpected choices and share your own answer in a follow-up story.)	Idea: Share the best advice you've ever received and how it's impacted you. Example: "The best advice I've ever received was [advice]—it completely changed the way I approach [related aspect of your life or work]."	Idea: Ask your audience to share the weirdest food combination they've ever tried. Example: "What's the weirdest food combination you've ever tried? Mine is [your unusual combo, like fries dipped in ice cream].!" (Use the question box to gather fun responses, and share some of the craziest food combos from your audience in the next story.)

	15	16	17	18	19	20	21
	EDUCATE	EDUCATE	INSPIRE	INFORM	CONNECT	EDUCATE	INFORM
FEED POSTS	Idea: Offer a "Where to start" guide for those new to your niche or considering trying it out. Example: Bringing home your first pet? Here's how to make them feel at home Tip: Keep the steps clear and beginner-friendly.	Idea: Outline the best practices and common errors associated with a popular method or tool in your niche. Example: Turn your slow cooker meals into gourmet dishes Tip: List key tips and pitfalls, using bullet points or a carousel post for clear, digestible advice.	Idea: Offer new insights on addressing common challenges, encouraging your audience to think differently. Example: Yes, you can enjoy your favourite foods and still hit your weight loss goals... Tip: Break the topic down into actionable insights or tips that your audience can easily apply to their own lives.	Idea: Share five things you wish people would stop doing in your niche. Example: 5 dog training mistakes to avoid – are you making these? Tip: Break down each mistake in a clear and relatable way. Use a carousel to explain why these mistakes happen and how to avoid them, making it practical and easy to understand.	Idea: Give a behind-the-scenes look at a typical day in your business. Example: Come spend a day with me as a boutique owner... Tip: Share the day-to-day activities, focusing on unique or interesting aspects of your work.	Idea: Share three unexpected benefits of something specific in your niche. Example: 3 surprising benefits of strength training that you'll love Tip: Tie each benefit back to a specific need your audience has.	Idea: Discuss a current trend in your niche and explain its significance. Example: Why minimalist fashion is making waves in 2024 Tip: Discuss a current trend in your niche, explaining its significance and impact.
IG STORIES	Idea: Share an unpopular opinion and ask your audience if they agree or disagree. Example: "Unpopular opinion: I think [share your opinion, like 'cold pizza is better than hot pizza' or 'Mondays aren't so bad']. Do you agree or disagree?" (Use the poll sticker to gather responses, and follow space, or preparing meals.) up with your reasoning in the next slide.)	Idea: Post a time-lapse video of you prepping for the day. Example: "Here's a quick look at how I get ready for a busy day!" (Show a time-lapse of you getting ready, organizing your space, or preparing meals.)	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day because ...! Thank you, [name or follower handle]."	Idea: Do a "One thing I'm grateful for today" story. Example: "Today, I'm grateful for [something simple but meaningful, like sunshine, a good meal, or time with family]."	Idea: Ask your audience to share their guilty pleasure TV show or movie. Example: "My guilty pleasure show is [name the show you secretly love watching]. What's yours?" (Use the question box to gather responses and repost some of the most unexpected or fun shows.)	Idea: Share the most overlooked tip in your industry. Example: "One of the most overlooked tips in [industry]: [share the tip, like 'tracking small wins']. It can make a big difference!" (Ask followers if they've tried this tip before using the poll sticker.)	Idea: Share one positive and one negative habit you're working on. Example: "One habit that's helped me: [Positive habit], and one I'm trying to break: [Negative habit]."

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	EDUCATE	ENTERTAIN	EDUCATE	INFORM	EDUCATE	CONNECT	EDUCATE
FEED POSTS	Idea: Share professional secrets that will help your audience improve at something specific in your niche. Example: 5 pro skincare secrets for a glowing skin Tip: Provide tips that are practical and easy to apply. Use a carousel to break down each tip, with a brief explanation of why it's effective.	Idea: Create and share memes that humorously reflect common experiences in your niche. Example: When you thought freelancing meant flexible hours, but it's more like 'work anytime, all the time'. Tip: Ensure that the humor reflects real situations your audience can relate to, so they feel seen and understood.	Idea: Share three negative effects of something in your niche to raise awareness. Example: 3 ways not removing makeup before bed damages your skin Tip: Educate your audience by explaining why these effects occur and how to mitigate them. Offer practical solutions or alternatives to help them avoid the negative impacts.	Idea: Challenge followers to adopt a beneficial habit or routine. Example: If you aren't doodling daily, what are you doing? Tip: Provide reasons why the habit is beneficial, including a few easy steps to get started.	Idea: Tell your audience something they should stop doing if they want to achieve a specific result. Example: Stop skipping breakfast if you want to lose weight Tip: Clearly explain why this behavior is harmful and provide actionable advice on what to do instead.	Idea: Explain the process of creating or delivering a product or service in your niche. Example: Ever wondered how handmade candles are crafted? Take a look inside the process Tip: Document each step with photos or videos, showing the expertise and attention to detail involved. Highlight unique techniques or materials used to showcase quality and care in the process.	Idea: Share an easy tip that will help your audience accomplish something in your niche. Example: Create compelling blog posts with this one simple trick Tip: Provide a simple, actionable tip that your audience can try immediately. Use a step-by- step format for clarity.
IG STORIES	Idea: Talk about the most rewarding moment you've had in your business so far and what it meant to you. Example: "One of the most rewarding moments in my business was [specific moment]. It reminded me why I do what I do and the impact it can have."	Idea: Show a behind-the-scenes glimpse of a project you're working on. Example: "Here's a sneak peek of what I'm working on! [Post a teaser photo or video of a project or product]."	Idea: Post a niche-related meme and ask if your audience can relate. Example: "This meme sums up my life! Can anyone else relate?" (Use the reaction sticker to invite audience participation, and share your own experience related to the meme.)	Idea: Share a gratitude message to thank your audience. Example: "Just a quick message to say THANK YOU! Your support means everything to me."	Idea: Reinroduce your business's mission in a short video. Example: "Here's why I do what I do! [Explain your business's mission and purpose in a short video]."	Idea: Do a quick video tutorial of a useful skill in your field. Example: "Here's a quick tutorial on how to [complete a simple skill, like organising a schedule, setting up a tool, or planning content]."	Idea: Post a "random picture of yourself" and give a quick life update. Example: "Here's a little snapshot of me in the moment! Today's been [describe, like 'filled with projects and lots of coffee']."

	29	30
	INFORM	CONNECT
FEED POSTS	Idea: Highlight a common myth or misconception in your niche and debunk it. Example: No, positive thinking alone can't cure anxiety Tip: State the myth clearly, followed by an explanation that debunks it with accurate information.	Idea: Share a personal or client story that highlights learning and growth within your niche. Example: How I helped my client navigate toddler tantrums... Tip: Use a video format to tell the story, focusing on the challenges faced and the strategies that led to success.
IG STORIES	Idea: Share a snapshot of your work environment for the day. Example: "Here's where I'm working from today! [Describe the setting, like a cozy coffee shop, your home office, or a coworking space]."	Idea: Create a mini-goals checklist and ask your audience to share theirs. Example: "Mini-goals for today: 1. [Goal 1], 2. [Goal 2], 3. [Goal 3]."

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	1	2	3	4	5	6	7
	CONNECT	INFORM	INTERACT	EDUCATE	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Give a behind-the-scenes look at a typical day in your business. Example: Come along for a day behind the scenes of a graphic designer.. Tip: Create a Reel or a series of photos that show different parts of your workday, from daily routines to key tasks. Use captions or a voiceover to walk your audience through each step, giving them insight into what it takes to run your business.	Idea: Create a post that outlines your audience's mistakes or misconceptions and how to correct them. Example: Myths about healthy eating you need to stop believing Tip: Educate your audience by explaining why these misconceptions exist and how they can adopt better habits.	Idea: Share a personal or client story that highlights learning and growth within your niche. Example: How I helped my client navigate toddler tantrums.. Tip: Use a video format to tell the story, focusing on the challenges faced and the strategies that led to success.	Idea: Teach your audience about the niche rules they can break for better results. Example: 3 outdated diet rules you can break Tip: Provide examples of specific rules that can be challenged, and offer practical advice on how to implement these changes.	Idea: Share a time-saving, cheaper, or easier solution to achieving a similar result. Example: Forget the fancy gear – here's how to take stunning photos with what you have. Tip: Provide a practical solution that challenges the need for high-end tools. Offer tips on how to achieve great results with what your audience already has, making it more accessible and encouraging them to take action.	Idea: Share a checklist of essential items for a specific activity or task in your niche. Example: Packing for the perfect camping trip? Don't forget these essentials. Tip: Create checklist post that outlines essential items for a specific activity or task in your niche.	Idea: Share three tips to ensure your audience achieves a specific result. Example: 3 fashion tips to ensure you always look stylish, no matter the occasion Tip: Break down each tip, keeping it concise and actionable.
IG STORIES	Idea: Share a "current obsession" story, sharing something you're really into lately and why. Example: "Currently obsessed with [thing, like a new app, podcast, or habit]. It's been such a positive addition to my day!"	Idea: Share one item you always keep on your desk. Example: "One item I can't work without is [describe the item, like a coffee mug, notebook, or plant]."	Idea: Ask your audience to share their biggest challenges (related to your niche) & then repost them & reply to them Example: "What's currently your biggest challenge when it comes to weight loss?" (Use the questions box.)	Idea: Post about your favourite account to follow and explain why. Example: "One of my favourite accounts: @[handle]. They inspire me with [reason].!" (Invite followers to share accounts they love with the question box.)	Idea: Share a story about the "biggest challenge in your industry" to offer a transparent perspective. Example: "One challenge in [your industry]: [describe briefly, like 'keeping up with trends'].!"	Idea: Share an item on your bucket list and ask your audience for theirs. Example: "Next on my bucket list: [describe the item, like traveling somewhere specific or learning a new skill]. What's on yours?" (Use the question box to collect bucket list items, sharing some fun or inspiring answers with your audience.)	Idea: Ask your audience for their biggest goal for the month or quarter and share yours. Example: "My biggest goal for this month is [specific goal]. What about you? What's one thing you're focusing on achieving this month?" (Post your goal and use a question box to invite responses. Later, you can share some goals from your audience to inspire others.)

	8	9	10	11	12	13	14
	INFORM	INSPIRE	EDUCATE	EDUCATE	EDUCATE	INFORM	INSPIRE
FEED POSTS	Idea: Share a common mistake people make in your niche and how to avoid it. Example: One skincare mistake you're probably making. Tip: Create a simple post explaining the mistake and provide a quick fix.	Idea: Showcase a process from start to finish to inspire your audience. Example: See this space go from cluttered to cozy – living room makeover Tip: Share a time-lapse video or a series of before-and-after photos, detailing each step and the final outcome.	Idea: Explain the pros and cons of something in your niche that isn't 100% wrong or right. Example: Late-night snacking: Here's the good and the bad Tip: Offer a balanced perspective, clearly explaining the benefits and drawbacks.	Idea: Clarify a topic in your niche that has a lot of misinformation. Example: Protein talk: Here's what you need to know about whey vs. plant-based Tip: Share the facts to help dispel myths and provide accurate information. Offer some helpful alternatives so your audience can make choices that are right for them.	Idea: Tell your audience whether something in your niche is truly effective. Example: Are barre workouts really effective for building strength? Tip: Provide evidence-based insights, explaining the benefits and limitations.	Idea: Share little-known facts related to a common process/ habit/ method in your niche. Example: Jewelry storage tip to prevent tarnish Tip: Discuss the fact in more detail, explaining how it works and why it's beneficial.	Idea: Show how applying a specific strategy leads to success in your niche. Example: See how a balanced workout routine helped this client build strength Tip: Share before and after images or a time-lapse video of the process, highlighting the key actions taken and the results achieved.
IG STORIES	Idea: Create a "Top 3 lessons I've learned" story about your field. Example: "Top 3 lessons I've learned in [your field or career]: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."	Idea: Ask your audience what they'd want to do if they had an extra day off. Example: "If you had an extra day off this week, how would you spend it? I'd probably [share your ideal way to spend a day off].!" (Use the question box to gather responses and share some of the most creative ideas.)	Idea: Ask your audience what they'd choose if they could switch jobs for a day. Example: "If you could switch jobs for a day, what would you choose? I think I'd try being [share a fun job choice, like a chef, astronaut, etc.].!" (Invite responses in the question box, and share some unique or exciting job choices from your audience.)	Idea: Share a story of a small victory you've had recently. Example: "Small win: [describe achievement, like staying organised all week]."	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Share your go-to morning or evening routine. Example: "Every morning, I like to start with a 10-minute meditation and a cup of coffee before diving into work. It helps me feel grounded and ready for the day." (Post a picture of your morning setup and use the question box to invite responses. You can also use a poll sticker: "Do you have a morning routine?" Yes/No.)	Idea: My "words to live by." Example: "My words to live by are: [Your inspiring phrase]."

	15	16	17	18	19	20	21
	INTERACT	EDUCATE	INSPIRE	INFORM	CONNECT	EDUCATE	INFORM
FEED POSTS	Idea: Run a creative challenge that encourages your audience to try something new and share their experiences. Example: Up for a challenge? Boost your photo skills in 7 days Tip: Outline the challenge rules and daily prompts, and provide a platform for participants to share their work and interact (consider using a broadcast channel).	Idea: Instruct your audience on how to solve a specific problem in your niche. Example: How to meditate effectively in a noisy environment. Tip: Offer a clear and actionable advice.	Idea: Celebrate and share success stories that resonate within your niche. Example: How our training programs have improved the lives of 500 dogs and their owners Tip: Gather a mix of testimonials, progress photos, and measurable results to showcase the positive outcomes your audience can expect. Highlight key milestones or transformations that demonstrate the impact of your work and create an inspiring story.	Idea: Discuss a common problem in your niche. Example: Common nutrient deficiencies in a vegan diet and how to fix them Tip: Address the problem in a straightforward way, and provide a clear solution.	Idea: Share your different angle on a current topic within your niche. Example: Plant-based vs. traditional diets: Why I believe balance is key Tip: Share your personal insights or experiences on a current topic, offering a thoughtful reflection on how your perspective has evolved.	Idea: Instruct your audience on how to achieve a specific result despite having limitations. Example: How to stay productive with a packed schedule Tip: Focus on practical strategies they can apply to achieve their goals.	Idea: Offer a detailed review of a product or service that is pivotal in your niche. Example: Is this new skincare device worth the hype? Full review.. Tip: Provide an honest breakdown, discussing both pros and cons.
IG STORIES	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day! Thank you, [name or follower handle]."	Idea: Share a "current obsession" story, sharing something you're really into lately and why. Example: "Currently obsessed with [thing, like a new app, podcast, or habit]. It's been such a positive addition to my day!"	Idea: Create a "Two sides of me" story where you show two contrasting sides of your personality. Example: "Two sides of me: [One side, like 'work mode' with a photo of you focused] vs. [Other side, like 'weekend mode' with a fun photo]."	Idea: Do a "One thing I'm grateful for today" story. Example: "Today, I'm grateful for [something simple but meaningful, like sunshine, a good meal, or time with family].!"	Idea: Share a "Currently loving" story where you highlight something new you're enjoying. Example: "Currently loving: [Share a new show, product, or book]. What's something new you're loving right now?" (Use the question box to gather responses, and share a few audience favourites.)	Idea: Share something that is underrated in your industry but still important, and explain why. Example: "One underrated thing in my industry: [Describe it, like organization skills or routine building]. It makes such a difference because [explain its importance]."	Idea: Post about something you disagree with and explain why. Example: "I don't quite agree with this: [Insert statement].!" Here's why: [Explain your perspective and how you see it differently]."

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	INFORM	ENTERTAIN	EDUCATE	INFORM	EDUCATE	INSPIRE	INFORM
FEED POSTS	Idea: Explain the actual workings of something that is frequently misunderstood in your niche. Example: The facts about anxiety: What really happens in your brain Tip: Break down the concept using simple language.	Idea: Post a funny behind-the-scenes moment that shows the reality behind the polished content. Example: Behind the scenes of capturing the 'perfect' travel shot – complete with wind, tourists, and a few retakes! Tip: Capture a Reel of bloopers or unfiltered moments from your work process, highlighting the funny or unexpected realities that don't make it to the final content.	Idea: Share two life-changing tips related to your niche. Example: Two life-changing tips for overcoming writer's block Tip: Make the tips actionable and easy to implement.	Idea: Explain the benefits of a lesser-known tool/ technique/ habit/ product. Example: Why packing cubes are underrated.. Tip: Highlight the unique benefits and suggest ways followers can incorporate this in their routine.	Idea: Teach your audience how to troubleshoot a common issue in your niche. Example: Why your skin might be dry and flaky – common mistakes and how to fix them Tip: Guide your audience through identifying the root causes of the issue by breaking down common mistakes or overlooked factors. Explain each potential cause, provide specific steps to address it, and offer tips for preventing the issue in the future.	Idea: Present innovative approaches to solving common problems in your niche. Example: Upgrade your wardrobe with these versatile pieces that work for any occasion Tip: Introduce a range of solutions, explaining how each one addresses specific aspects of the problem.	Idea: Identify common mistakes people make in your niche and explain how to fix them. Example: Are you over watering your houseplants? Here's how to spot the signs and save them. Tip: Use a combination of text and images to show before-and-after examples, making it easier for your audience to see the differences (if applicable).
IG STORIES	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: "Here's what a typical day in my life looks like! Come along with me." (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Share a story of a small victory you've had recently. Example: "Small win: [describe achievement, like staying organised all week]."	Idea: Share something you've recently changed, like a habit or routine. Example: "Recently, I decided to [describe the change, like waking up earlier or using a new app]. It's made a huge difference!"	Idea: Post a "before bed routine" and ask followers to share theirs. Example: "My night time ritual: [mention activity, like 'reading a few pages before bed']. Do you have a bedtime routine?" (Use the question box for responses.)	Idea: Share upcoming content ideas and let your audience vote on what they'd like to see first. Example: "Here are some upcoming content ideas: 1. [idea 1], 2. [idea 2], 3. [idea 3]. Which one would you like to see first?" (Use the poll sticker to gather votes and share the winning idea.)	Idea: Invite your audience to share their morning drink. Example: "Morning ritual: Here's my coffee! What's in your cup today?" (Use the "Add Yours" sticker to encourage audience participation, creating a fun morning routine share.)	Idea: Share your "favourite" mistake and what you learned from it. Example: "My favourite mistake: [Describe a memorable mistake you made]. It taught me to [lesson learned]. Ever made a mistake that turned out to be a good thing? Tap the reaction emoji if you can relate!"

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	ENTERTAIN	INFORM	CONNECT
FEED POSTS	Idea: Share a "Then vs. Now" post showing how your niche has evolved over time. Example: Fashion trends: Then vs. Now – From bell-bottoms to skinny jeans. Tip: Share side-by-side images or videos showing the contrast between old and new approaches, using humor or nostalgia.	Idea: Discuss an often-criticised thing in your niche and explain whether it's truly harmful. Example: Is eating carbs really that bad for weight loss? Tip: Present both sides of the argument and offer a balanced perspective.	Idea: Provide a glimpse into the unseen parts of your business/ process. Example: Behind the curtain: How I design my seasonal jewelry collections Tip: Share photos or videos of your workspace, materials, and the process, showing the thought and effort involved.
IG STORIES	Idea: Share a story about the biggest misconception in your industry and explain the truth. Example: "One of the biggest misconceptions in [your niche] is [misconception]. Here's why that's not true and what the reality is!" (Use a quiz sticker to first ask your audience what they think, and follow it up with the explanation.)	Idea: Share something you've recently tried for the first time. Example: "I recently tried [describe a new experience, like a recipe or activity]. It was [share your reaction]! What's something new you've tried lately?" (Use the question box to gather responses and share some unique experiences.)	Idea: Share something you loved about this month and why it was meaningful. Example: "Highlight of this month: [describe moment or milestone]. What was your favourite part of September?"

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JUNE

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FEED POSTS	INSPIRE Idea: Highlight an "aha" moment that changed your perspective on your business or product. Example: Why I stopped counting calories and focused on mindful eating instead Tip: Share a key moment that shifted your mindset, whether it's about how you create, package, or present your products, or how you approach your work. Explain why this realization was impactful and how it positively influenced your business.	EDUCATE Idea: Share a faster and more efficient way to achieve a common result in your niche. Example: Quick, delicious lasagna in just 30 minutes Tip: Make sure the method is practical and achievable. Keep it realistic.	EDUCATE Idea: Share seasonal or timely tips. Example: Summer-proof your garden with these simple prep tips Tip: These tips can address common challenges or opportunities that come with the season and provide actionable advice to make the most of it.	EDUCATE Idea: Pose a thought-provoking question related to your niche and provide the answer with an explanation. Example: Are all calories created equal when it comes to weight management? Tip: Use the question to capture attention, then provide a well- explained answer backed by facts or research to add depth and credibility.	INFORM Idea: Analyse a real-life example or case study that demonstrates a principle or strategy in your niche. Example: How a small bookstore tripled sales with social media. Tip: Detail the steps taken, the strategies used, and the outcomes.	INFORM Idea: Share the most useless tip someone can give in your niche and explain why. Example: Why just think positive' isn't helpful mental health advice Tip: Debunk the myth or bad advice with clear, practical reasons. Provide an alternative solution or better advice that your audience can use.	CONNECT Idea: Explain a unique or interesting process that's part of your business, giving insight into the care and detail involved. Example: Crafting chocolate from bean to bar – our artisanal process. Tip: Use a video or photo series to visually guide your audience through the process, detailing each step and its importance.
IG STORIES	Idea: Talk about something you're super excited about that's coming soon. Example: 'Something exciting is coming soon! I can't wait to share it with you all.'	Idea: Something I never leave the house without. Example: 'I never leave home without my [item, like 'notebook or water bottle']. What about you?' (Use the question box for followers' must-haves.)	Idea: Discuss a common mistake in your niche and its usual outcomes. Example: 'A common mistake in [niche] is [describe mistake]. It usually leads to [describe outcome]. Have you ever done this?' (Use the poll sticker for "Yes" or "No" answers and share your experience with it.)	Idea: Share a mini-training video series on an important topic in your niche. Example: 'Let's dive into [specific topic] with this quick mini-training!' (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: List 5 things you've learned so far this year. Example: 'Five things I've learned this year: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]'	Idea: Share a recent experience that made you happy and explain why. Example: 'This week, [describe the experience] made my day!'	Idea: Show appreciation by sharing supportive messages from your followers. Example: 'Feeling grateful for all the love and support! Here are a few messages that made my day: [Share the messages screenshots].'

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FEED POSTS	EDUCATE Idea: Create a checklist with 5-10 crucial notes to achieve a specific result. Example: 5 ideas to declutter your home Tip: Each item should be actionable and practical.	INSPIRE Idea: Highlight a client's success story and how they reached their goal. Example: How my client, Emily, lost 20 pounds by shifting her mindset on food Tip: Use storytelling to explain the client's journey, the obstacles they faced, and how your services helped them succeed.	EDUCATE Idea: Talk about something in your industry that shouldn't exist and explain why. Example: The dangers of extreme calorie-cutting diets Tip: Provide a clear explanation of why this practice is harmful or ineffective and offer better alternatives.	ENTERTAIN Idea: Share bloopers, outtakes, or humorous moments from your workspace to give your audience a glimpse of the lighthearted side of your work. Example: Behind-the-scenes bloopers: Video shoots that didn't go as planned Tip: You could compile clips into a Reel or a carousel of photos with captions that explain the funny story behind each moment.	EDUCATE Idea: Share why you favour one thing over another in your niche. Example: Why I prefer natural light over artificial lighting for portraits Tip: Clearly outline the reasons behind your preference, highlighting the benefits and drawbacks of each option.	INFORM Idea: Keep your audience up-to-date with the latest trends and innovations in your niche. Example: Trending beauty hacks you need to know about Tip: Compile recent news items into a digestible post or video, explaining the relevance and implications of each update.	EDUCATE Idea: Share practical tips for improving a common process in your niche. Example: 3 easy tips to create a calming evening routine Tip: Include actionable steps that your audience can implement right away, and consider adding a final slide with a summary.
IG STORIES	Idea: Share a meaningful quote that reflects your current mindset. Example: 'This quote is really speaking to me right now: '[Insert quote]'. Does anyone else feel the same?' (Use the reaction sticker to engage with those who relate.)	Idea: Post "One habit to try this week" (niche-related). Example: 'Try this: Spend 5 minutes every morning reflecting on your day ahead. Who's in?' (Use the poll for "Trying it" or "Already do it!")	Idea: Give a mini 'did you know?' tip related to your work. Example: Did you know that insert interesting fact about your niche? It's one of the small things that can make a big difference!	Idea: Create a story on '3 things I've learned from my clients/customers' and ask followers to share theirs. Example: 'Top 3 lessons I've learned from my clients: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3].'	Idea: Create a "Why I chose this industry" story, sharing a meaningful reason behind your career choice. Example: 'Why I chose [your field]: I wanted to [reason, like help people grow, bring creativity to life, etc.]. It's still my biggest motivation every day.'	Idea: Share a current trend in your field and ask for audience opinions. Example: "What do you think about [describe trend]? Love it or leave it?" (Use the poll sticker for audience responses and share your thoughts in a follow- up story.)	Idea: Share a time when you took a risk and what you learned from it. Example: 'One big risk I took was [describe it, like starting your business or moving to a new city]. It taught me [your lesson]'

	15	16	17	18	19	20	21
FEED POSTS	ENTERTAIN Idea: Create a meme/humours photo that describes how you feel when someone says something ridiculous about your industry. Example: When people say social media management is 'just posting pictures...' Tip: Use humor to debunk common misconceptions in a fun and relatable way. Pair the meme with a caption that offers insight or clarity, making it both entertaining and informative.	EDUCATE Idea: Discuss the various stages of a topic within your niche. Example: The 6 stages of buying your first home. Tip: Break down each stage of the topic. Explain each stage in a simple, structured way.	INSPIRE Idea: Share a case study that shows the results a client has achieved with your service or product. Example: How my student improved her writing skills in just 3 months Tip: Use a storytelling format to outline your client's journey, the challenges they faced, and the steps you took to help them succeed. Include before-and-after comparisons when applicable.	EDUCATE Idea: Explain the science behind a common process in your niche. Example: How brand colors affect consumer mood and perception Tip: Simplify complex ideas so they're easy to understand.	CONNECT Idea: Provide an insider look at a typical day or special event within your business. Example: A peek into our bakery's cake decorating day Tip: Use multimedia (photos, videos) to showcase different aspects and highlight what makes these days unique or challenging.	EDUCATE Idea: Share a "best practices" guide. Example: Repotting plants this summer? Follow these best practices Tip: Provide clear, actionable advice that's easy for beginners to follow. Pair with images or a short video to guide the audience (when applicable).	INFORM Idea: Tackle a controversial topic in your niche by presenting well-researched, balanced viewpoints. Example: AI and art: Opportunity or threat? Here's my take Tip: Share your perspective while ensuring factual accuracy and showing respect for differing opinions.
IG STORIES	Idea: Post a quick "Things I can't live without" list. Example: "Things I absolutely can't live without: 1.[item 1], 2. [Item 2], 3. [Item 3]. What's one thing you can't live without?" (Use the question box for audience responses and share some fun essentials.)	Idea: Post a "One piece of advice" story with valuable insights from your experience. Example: 'If I could give one piece of advice, it would be: '[Share advice].''	Idea: Share a moment of reflection: show your workspace, a tool you can't work without, or a snippet of your brainstorming process. Example: 'Every great idea starts with a the need for or lack of something –what inspires you to take action?'	Idea: Post a "random picture of yourself" and give a quick life update. Example: 'Just a quick check-in! Today I'm [describe, like 'juggling meetings and taking time to recharge'].'	Idea: Share a recent aha! moment or breakthrough and ask if your audience has had any. Example: 'I recently Realised that [describe your aha moment, like 'taking breaks boosts productivity']"	Idea: Post a "Behind-the-scenes of my work" story to show your process. Example: 'A glimpse into my work process: [Show a few steps like brainstorming, planning, and final touches].' (Share a series of images or videos to provide context on each stage.)	Idea: Post a "Favourite purchase this month" story with a product or item you love. Example: 'Favourite purchase of the month: [show the item and describe why you love it].'

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FEED POSTS	EDUCATE Idea: Compare different techniques and when to use them Example: Dry brushing vs. exfoliating: What's best for your skin? Tip: Outline the pros and cons of each technique and explain in which scenarios one works better than the other.	INTERACT Idea: Create a scoring game by listing best practices in your niche and assigning points for each one. Example: Score yourself: How many of these best practices do you follow? Tip: Keep the game simple and engaging. List 5-6 best practices and assign a point value to each. Encourage your audience to count their points and share their scores in the comments.	EDUCATE Idea: Explain how to avoid common mistakes in your niche. Example: 5 living room layout mistakes to avoid for a cozy space Tip: Use detailed descriptions to explain the mistakes and the correct approaches. Use before-and-after examples to show the difference between a mistake and the correct approach (when applicable).	ENTERTAIN Idea: Create a funny parody that exaggerates common habits in your niche. Example: Struggles of finding the perfect lighting for photos at home – who's been there? Tip: Have fun with it and keep the tone light. Short, exaggerated skits or humorous reels work great for this type of content.	EDUCATE Idea: Create a "How to choose" guide. Example: Choosing the best running shoes for your foot type Tip: Lay out a clear decision-making process. Include tips on what factors to consider and provide a recommendation based on different needs.	INSPIRE Idea: Offer a fresh way of thinking about a common problem. Example: Why decluttering isn't just about getting rid of stuff... Tip: Use your personal experience or a client's story to illustrate the mindset shift and the positive impact it had. Provide steps for your audience to adopt this new perspective.	EDUCATE Idea: Explain the importance of a specific tool or ingredient in your niche. Example: Why a Dutch oven is key to baking the perfect loaf Tip: Share insights into why this tool or ingredient is a game-changer.
IG STORIES	Idea: Share your "mini rituals" that bring you comfort. Example: "One of my favourite mini rituals: [describe your comfort activity, like lighting a candle before work]."	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Do a "Day in the life" where each story slide represents an hour. Example: "Here's a snapshot of my day, hour by hour!" (Post a series of photos or short videos throughout the day to showcase how it unfolds, sharing small details of each part.)	Idea: Create a "Hot take" story where you share an unexpected opinion about your niche. Example: "Hot take: [Share your opinion, like 'I think multitasking is overrated']. What's your opinion on this?" (Use the poll sticker for "Agree" or "Disagree" and elaborate on your stance in the next slide.)	Idea: Do a "Behind the scenes: How I prepare for [your task]" story. Example: "Here's a behind-the-scenes look at how I prepare for [describe a task, like client calls or content creation]." (Use photos or short clips to show each step and make it visually engaging.)	Idea: Share an image of something that instantly puts you in a good mood. Example: "This always makes me happy! [Post a photo, like a cozy scene or favourite food]."	Idea: Do a "New Experience alert" story with something you recently tried. Example: "Tried something new today: [describe it, something related to your niche]. It was [share your reaction]."

	29	30
FEED POSTS	CONNECT Idea: Share an unpopular opinion related to your niche and invite your audience to share their views. Example: All-inclusive resorts are not the best way to experience a new destination—I said what I said! Tip: Keep the tone respectful and open-minded.	EDUCATE Idea: Share a "when to use" tutorial. Example: When to use oil paints vs acrylic paints Tip: Share examples of different scenarios where each option is ideal. Use visuals to showcase the end result for both options (when applicable).
IG STORIES	Idea: Do a "Three things I wish I knew sooner" story with personal insights. Example: "Three things I wish I knew sooner (niche-related): 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."	Idea: Post a "Morning must-have" story featuring your favourite morning essential. Example: "My morning must-have: [show the item, like a favourite mug, planner, or smoothie]. What's something you need to start your day?" (Use the question box for responses and share some audience essentials.)

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	INSPIRE	EDUCATE	INFORM	EDUCATE	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Share a customer/client success story to motivate others. Example: How this customer cleared her acne in 3 months with a simple skincare routine Tip: Highlight the client's journey, the steps they followed, and the results they achieved.	Idea: Share a checklist for mastering an experience/ process in your niche. Examples: Your ultimate checklist for baking the perfect chocolate cake/ Your ultimate checklist for the perfect candle experience. Tip: Break down the checklist into clear, actionable steps.	Idea: Conduct a thorough review of a trending product in your niche. Example: Is this new fitness tracker worth the hype? Tip: Present a balanced review that evaluates effectiveness, ease of use, and value for money.	Idea: Share how to avoid common mistakes in your niche. Example: 5 mistakes to avoid when planning your first international trip Tip: Provide clear, actionable advice by breaking down each mistake and offering specific steps or alternatives to avoid it. Explain why each mistake is common, what impact it can have.	Idea: Share fun facts or surprising stats that highlight interesting, little-known details about your niche. Example: Surprising benefits of herbal teas you never knew! Tip: The goal is to spark curiosity by offering valuable insights that are quick to consume and interesting enough to share.	Idea: Provide a guide for choosing the right product or professional in your niche. Example: How to choose the right sunscreen for your skin type Tip: Offer clear guidelines by breaking down the key factors to consider, such as personal preferences, specific needs, and unique features of each option. Explain why certain options might work better in different scenarios.	Idea: Explain a critical process in your business, detailing each step's importance and goals. Example: How we craft our handmade soaps from scratch Tip: Use photos and descriptions for each stage, emphasizing how each contributes to the final product's quality.
IG STORIES	Idea: Share a common misconception about your niche in a story. Example: "A common misconception about [your niche/specific aspect of your niche] is [describe it, like 'that it's always glamorous']. Here's the reality!"	Idea: Describe your day in three words. Example: "My day in 3 words [three words, like 'productive, busy, inspiring']!"	Idea: Share a "current obsession" story, sharing something you're really into lately and why. Example: "Currently obsessed with [thing, like a new app, podcast, or habit]. It's been such a positive addition to my day!"	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Talk about your biggest motivator. Example: "One thing that keeps me motivated every day is [specific motivator—family, goals, personal values]. It reminds me why I'm working hard and pushes me to keep going. What's your biggest motivator?" (Use a question box to collect responses and repost some of your audience's motivators.)	Idea: Share your 'to-don't' list instead of a to-do list. Example: "Here's my 'To Don't' list today: 1. [Task you're avoiding], 2. [Unnecessary task], choice answers via the poll	Idea: Do a quick video tutorial of a useful skill in your field. Example: "Here's a quick tutorial on how to [complete a simple skill, like organising a schedule, setting up a tool, or planning content]."

	8	9	10	11	12	13	14	
	INFORM	INSPIRE	EDUCATE	ENTERTAIN	EDUCATE	INFORM	INFORM	
FEED POSTS	Idea: Analyse a recent trend in your niche and share your thoughts. Example: Are detox diets really effective? Let's break it down Tip: Present facts, pros and cons, and your personal opinion on the trend.	Idea: Highlight a small win and the impact it had on your journey. Example: Getting through bedtime without any tears felt like a huge win – here's what helped.. Tip: Celebrate the achievement and share insights that can motivate others in their journey.	Idea: Provide a tutorial for mastering a specific process. Example: How to care for your handmade earrings in 5 simple steps Tip: Break down the tutorial into clear parts and use video demonstrations to guide your audience (when applicable).	Idea: Introduce the team behind your business, or, if you're a solopreneur, humorously depict yourself handling various roles. Example: Meet my team: Me, myself, and I! Tip: Use humor or candid photos to give a behind-the-scenes look at your day-to-day. This post can help humanize your brand and make it more relatable.	Idea: Explain a common process in your niche step-by-step. Example: How to create a bedtime routine for toddlers Tip: Use a video or carousel post to demonstrate each step visually, making it easy for your audience to follow along.		Idea: Debunk myths and clarify common misconceptions within your niche. Example: Busting myths about gluten-free diets: What you really need to know Tip: Address each myth with factual information.	Idea: Offer a comparison of popular products in your niche Example: AirPods vs. wireless earbuds: Which is better for you? Tip: Create a pros and cons list for each product, including personal experiences to support your points.
IG STORIES	Idea: Share the biggest lesson you've learned with valuable insights. Example: "One of the biggest lessons I've learned in my business is [share a lesson, like 'the importance of consistency']!"	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: "Here's what a typical day in my life looks like! Come along with me." (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Do a "things you may not know about my work" story. Example: "Here's something you may not know about my work: [briefly share a unique aspect, like a specific tool or technique]."	Idea: Create a story on "3 things I've learned from my clients/customers" and ask followers to share theirs. Example: "Top 3 lessons I've learned from my clients: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."	Idea: Share the most overlooked tip in your industry. Example: "One of the most overlooked tips in [industry]: [share the tip, like 'tracking small wins']. It can make a big difference!" (Ask followers if they've tried this tip before using the poll sticker.)		Idea: Share your current focus. Example: "Right now, I'm focusing on [describe the project or task]. Excited to see how it turns out!"	Idea: Share one thing you do before starting work. Example: "Before starting work, I always [describe your ritual, like 'review my priorities']. What's something you do to kickstart your day?" (Gather responses using the question box.)

	15	16	17	18	19	20	21	
	INTERACT	INFORM	INSPIRE	EDUCATE	CONNECT	INFORM	INTERACT	
FEED POSTS	Idea: Share a personal or client story that highlights learning and growth within your niche. Example: How I helped my client navigate toddler tantrums.. Tip: Use a video format to tell the story, focusing on the challenges faced and the strategies that led to success.	Idea: Explain the importance of a specific skill/ process/ technique/ product in your niche. Example: Why mastering storytelling can elevate your writing Tip: Clearly outline the benefits and impact of this skill, process, technique, or product in achieving specific goals within your niche.	Idea: Share a personal success story with tips on how others can achieve similar results or a success story involving your product. Examples: How I achieved the perfect sourdough loaf, and you can too! / How our customer styled her look with our statement necklace Tip: Describe your process step-by-step, focusing on key points that made a difference.	Idea: Create a how-to guide for getting the most out of your product in a specific practice or situation. Example: How to adjust your camera settings for the best sunset shots Tip: Provide a step-by-step breakdown of the skill that can apply to various areas.	Idea: Introduce members of your team, highlighting their roles, and backgrounds. Example: Meet the faces behind our organic farm Tip: Create a video with interviews, focusing on personal stories and professional insights. Alternatively, if you're the only team member, introduce yourself by sharing your background and passion for your work.		Idea: Analyse and discuss global trends affecting your niche, with insights into how they are shaping industry standards or consumer behavior. Example: Global fashion trends 2024: What's in and what's out Tip: Compile insights from fashion shows, expert analyses, and consumer data into a comprehensive report or video series.	Idea: Reintroduce yourself by sharing five curious facts about yourself. Example: 5 things you probably didn't know about me.. Tip: Keep the tone friendly and engaging. Encourage your audience to share their own fun facts in the comments to build a connection.
IG STORIES	Idea: Share what you love about your workspace. Example: "One thing I love about my workspace: [describe it, like natural light or a comfy chair]." (Use the question box to ask what people love about their own workspaces.)	Idea: Share 3 ways that help you stay inspired, even on tough days. Example: "Three ways I stay inspired: 1. [Tip 1], 2. [Tip 2], 3. [Tip 3]."	Idea: Share a throwback photo from an early moment in your business and reflect on how far you've come. Example: "Throwback to when I first launched [your business name or describe the early stage, like 'working out of my garage']. It's been an amazing journey!"	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share what's on your to-do list today. Example: "Today's to-do list: 1. [Task 1], 2. [Task 2], 3. [Task 3]."		Idea: Create a "3 things I love about my business" story. Example: "3 things I love about my job: 1. [Reason 1], 2. [Reason 2], 3. [Reason 3]."	Idea: Post a story of a typical "Day in the life" with three key moments. Example: "A typical day: 1. [Activity 1, like morning coffee and planning], 2. [Activity 2, like a project meeting], 3. [Activity 3, like a wrap-up walk]."

	22	23	24	25	26	27	28
	EDUCATE	INFORM	EDUCATE	ENTERTAIN	INFORM	CONNECT	INFORM
FEED POSTS	Idea: Provide a guide on how to stay organised in your niche. You can interpret it as offering guidance on making things more efficient, streamlined, or easier to use in a specific context. Examples: 4 tips for staying organised while planning your wedding/ How to simplify your skincare routine for glowing results Tip: Use a checklist format to make it easy to follow.	Idea: Discuss the importance of a specific process/ technique/ product. Example: Why proper form is the key to an effective workout Tip: Describe how this process, technique, or product specifically enhances results, boosts efficiency, or solves	Idea: Share troubleshooting tips for common problems Example: Why your cake might be sinking – and how to fix it. Tip: List common issues and their solutions, along with visual examples to help your audience recognise and resolve these issues.	Idea: List four things you wish would happen in your niche in a humorous way. Example: 4 things I wish existed in travel: A 'luggage-packs-itself' app, a 'jet lag be gone' pill, and a 'free-upgrade-every-time' boarding pass Tip: Use humor to make this relatable and entertaining. Encourage your audience to share their own "wish list" items in the comments.	Idea: Share a list of common mistakes that people often make in your niche, and offer helpful advice to prevent them. Example: 5 travel mistakes that could ruin your vacation Tip: Provide explanations for each mistake and actionable tips on how to avoid them.	Idea: Feature real questions asked by your customers, providing detailed answers. Example: You asked, I answered! Your top questions about training and caring for new puppies.. Tip: Collect questions from social media or customer service interactions and answer each method, them in a Q&A video	Idea: Explain the different methods for a specific process. Example: The difference between baking soda and baking powder. When to use each.. Tip: Provide explanations for each method.
IG STORIES	Idea: Post a story on a hobby you enjoy outside of work and ask your audience about theirs. Example: "When I'm not working, I enjoy [hobby, like painting or hiking]. What's your favourite hobby?"	Idea: Share the top 3 things you wish you knew sooner in your niche. Example: "Top 3 things I wish I knew sooner: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."	Idea: Share a story of a small victory you've had recently. Example: "Small win: [describe achievement, like staying organised all week]."	Idea: Share "5 do's and don'ts in your industry" for educational value. Example: "5 do's and don'ts of [your niche, like social media management]: 1. Do this... 2. Don't do this.."	Idea: Share a story about the most unexpected challenge in your career and ask your audience to share theirs. Example: "One of the most surprising challenges I faced was [describe challenge, like adapting to new technology or managing a difficult client]. It taught me [insert your learnings]. Have you faced an unexpected challenge that taught you something valuable?"	Idea: Discuss a goal or task you've been putting off and plan to start soon. Example: "I've been meaning to organise my workspace for months, and I'm finally tackling it in the new year! A fresh start feels so good. What's something you're finally going to check off your list?" (Post a picture of your workspace and use a 'Poll' sticker: "Are you ready to tackle that thing you've been putting off?")	Idea: Create a "mini office makeover" story, showing a small change or addition to your workspace. Example: "Just added [new item, like a plant or lamp] to my workspace! Thoughts? 10/10 or could use more color?" (Use the poll sticker and reveal the final result.)

	29	30	31
	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Discuss the benefits of a particular practice in your niche. Example: Why shooting in natural light can elevate your photography Tip: When discussing the benefits, break down each point Examples: You	Idea: Provide a checklist for effective execution. For a product-based business, you can adapt the checklist idea to focus on how to effectively use, care for, or incorporate your product into specific routines or activities. Examples: Your checklist for a thorough spring cleaning/ Your checklist for keeping your jewelry looking like new. Tip: Outline tasks in a logical order, adding brief explanations for each item to help your audience prepare and stay organised.	Idea: Share a behind-the-scenes story of a challenge you faced in your business. Example: The time I almost missed a deadline because of a shipping error – here's what I learned Tip: Be transparent and explain how you solved the problem. Use storytelling to keep your audience engaged, and share key takeaways.
IG STORIES	Idea: Share a story of a small victory you've had recently. Example: "Small win: [describe achievement, like staying organised all week]."	Idea: Share a "current obsession" story, sharing something you're really into lately and why. Example: "Currently obsessed with [thing, like a new app, podcast, or habit]. It's been such a positive addition to my day!"	Idea: Post a quick "top challenges I overcame this month" recap and ask your audience to share theirs. Example: "Challenges I overcame this month: 1. [Challenge 1], 2. [Challenge 2], 3. [Challenge 3]."

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AUGUST

	1	2	3	4	5	6	7
	INSPIRE	EDUCATE	ENTERTAIN	EDUCATE	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Highlight a personal achievement milestone and what led to it. Example: Let's talk about my highest baking success since trying a new oven technique Tip: Outline the key steps or habits that contributed to the success. Sharing simple practices that followers can try immediately will make the post both relatable and motivating.	Idea: Offer a summary of key steps for getting the most out of a specific task/ process/ product Examples: The key steps to caring for your new tattoo/ How to style jewelry for any occasion Tip: Break down the essential steps in a clear, organised way.	Idea: Create a meme describing a common mistake in your niche. Example: When you forget your sunscreen, and now you're a lobster... Tip: Keep it light-hearted and relatable, encouraging your audience to share their own experiences.	Idea: Share tips on improving a specific technique. For a product-based business, you can provide tips that enhance how customers use, experience, or care for your product. Instead of focusing solely on the product itself, you're offering insights on refining techniques associated with it. Examples: 5 tips for perfecting your bread-making technique/ 5 tips for layering jewelry like a pro Tip: Highlight practical tips that can apply to improving techniques.	Idea: Provide a detailed review of a product or tool used in your niche. Example: Is this eco-friendly laundry detergent worth the switch? My honest review after 3 months Tip: Be transparent about both the pros and cons. Include real-life examples and images of the product in use to support your review (if applicable).	Idea: Create a beginner's guide to essential terminology. Example: Real estate terms every first-time homebuyer should know Tip: Define key terms clearly and concisely.	Idea: Share a personal experience that taught you a valuable lesson. Example: The one time I got lost in a foreign city – and what I learned from it. Tip: Use storytelling to engage your audience and illustrate the lesson learned. Encourage them to share their own experiences in the comments.
IG STORIES	Idea: Share your biggest goal for this month. Example: 'My biggest goal this month: [goal, like launching a new project].'	Idea: Post a "daily routine snapshot" story where you share a part of your daily routine. Example: 'Morning ritual: [Show a quick video or image of a part of your routine, like making coffee or planning the day]. Sets the tone for a productive morning!'	Idea: Share a mini-training video series on an important topic in your niche. Example: 'Let's dive into [specific topic] with this quick mini-training!' (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Highlight a recent 'small win' and celebrate it. Example: 'Small win today: [describe, like 'checked off my entire to-do list' or 'took a break without guilt'].'	Idea: Post a "random picture of yourself" and give a quick life update. Example: 'Random check-in! Today's been all about [describe, like 'getting things done and staying productive'].'	Idea: Do a mini 'ask me anything' session where your audience can ask you questions about your work, hobbies, or life. Example: 'Ask me anything! Drop your questions in the box, and I'll answer as many as I can.' (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share a common mistake you see in your field and how to avoid it. Example: 'Common mistake: [describe mistake, like skipping time for planning]. Solution: Take 5 minutes to plan at the start of each day!'

	8	9	10	11	12	13	14
	INFORM	INSPIRE	EDUCATE	INTERACT	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Discuss a piece of incorrect information you encountered about your industry and provide the correct explanation. Example: Contrary to popular belief, cardio isn't the only way to lose weight... Tip: Start with the misconception to grab attention, then explain the facts. Use credible sources or examples to support your explanation.	Idea: Introduce a common fear, explaining why an alternative might actually be scarier. Example: You know what's scarier than speaking a new language with mistakes? Tip: emphasise the positive impact of taking a risk or trying something new. Offering gentle encouragement can help followers see the value of stepping out of their comfort zones.	Idea: Offer a step-by-step guide on using a specific tool. Example: How to use a trowel for effective planting Tip: Break down the tool's usage into clear, step-by-step instructions that are easy to follow, explaining why each step is important for effective results. Use simple language, and where possible, provide visuals or examples to illustrate each step.	Idea: Identify and describe three personality types within your niche, asking your audience to choose which resonates with them. Example: Which type are you? 1) The Planner, 2) The Adventurer, or 3) The Homebody. Tip: Make the descriptions fun and relatable	Idea: Share effective strategies for maintaining or upgrading a specific aspect of your niche. Example: 5 strategies to keep your art supplies in pristine condition Tip: Offer straightforward, actionable tips that can be implemented immediately.	Idea: Explain the fundamentals of a core skill. For a product-based business, you can teach a core skill related to using or getting the most out of your product. Example: The basics of learning to float/ The basics of layering necklaces for any outfit Tip: Start with the foundational concepts, breaking down each part of the skill into digestible, beginner-friendly pieces.	Idea: Share tips for maximising results with limited resources. Example: How to create a gourmet dish with budget ingredients Tip: Focus on practical advice that helps achieve more with less, and include tips for substitutions.
IG STORIES	Idea: Share a "quick wins" story highlighting a few small achievements from this week or last week. Example: 'Quick wins this week: wrapped up [task/project], tried a new [tool/technique], and managed a solid work-life balance! Celebrating the little victories.'	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: 'Here's what a typical day in my life looks like! Come along with me.' (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Share a "little thing that makes my day" story, highlighting something simple that brings you joy. Example: 'The little thing that makes my day: [describe item or routine, like a fresh cup of coffee].'	Idea: Ask your audience to share their biggest challenges (related to your niche) & then repost them & reply to them Example: 'What's currently your biggest challenge when it comes to weight loss?' (Use the questions box.)	Idea: Post a screenshot of an appreciation message or comment you received Example: 'Reading this made my day! Thank you, [name or follower handle].	Idea: Do a "One thing I'm grateful for today" story. Example: 'Today, I'm grateful for [something simple but meaningful, like sunshine, a good meal, or time with family].'	Idea: Share a "workspace tour" story to showcase your setup. Example: 'Welcome to my workspace! Here's where I get things done.' (Showcase a few items you can't live without, like your favourite pen, notebook, or coffee mug, and explain why each item is essential.)

	15	16	17	18	19	20	21
	ENTERTAIN	EDUCATE	INSPIRE	INFORM	CONNECT	EDUCATE	INFORM
FEED POSTS	Idea: Look for a funny and trendy Reel, then create your own version adapted to your industry. Example: When clients ask for 'just a small tweak' that takes hours... Tip: Keep it light-hearted and relevant to your audience. Use humor to connect with them on shared experiences, increasing relatability.	Idea: Create a guide for choosing the right materials/items/ tools. Example: How to pick the best fabric for your sewing projects. Tip: List key considerations, such as durability, cost, and suitability.	Idea: Address a common fear with comforting, easy-to-follow advice. Example: If you're afraid of public speaking, read this Tip: Share simple, proven tips that reduce anxiety around the fear. Using clear, reassuring language and approachable advice will make followers feel supported.	Idea: Offer a list of essential supplies or items everyone should have for something niche-related. Example: 5 essential items every camper needs in their backpack Tip: Compile a list of essentials, detailing why each item is useful and how it contributes to the overall goal.	Idea: Share lessons you've learned through experience in your niche to help others avoid the same mistakes. Example: 5 things I wish I knew before adopting a pet Tip: List each lesson with a brief explanation, focusing on realistic expectations and helpful advice. Personal anecdotes can make the content relatable and engaging	Idea: Share how-to tips for practicing a specific skill. For a product-based business, you could adapt this idea by sharing 'how-to' tips on using or maximizing the value of your product. Examples: Overcome stage fright and speak confidently/ Create beautiful DIY wall art with our acrylic paint set Tip: Break down the process into easy-to-follow steps.	Idea: Share a "red flag" in your niche, warning your audience of something they should be cautious about. Example: Red Flag: Feeding your dog human food as treats Tip: Explain why this is a red flag and what the consequences are. Provide alternative practices or tips to avoid this issue.
IG STORIES	Idea: Create a story on '3 things I've learned from my clients/customers' and ask followers to share theirs. Example: 'Top 3 lessons I've learned from my clients: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3].'	Idea: Talk about the most rewarding moment you've had in your business so far and what it meant to you. Example: 'One of the most rewarding moments in my business was [specific moment]. It reminded me why I do what I do and the impact it can have.'	Idea: Share your "top 3 most memorable moments" in your business. Example: "Most memorable moments in my business: 1. [Describe your first memorable moment, like landing a big client], 2. [Describe your second memorable moment, like speaking at an event], 3. [Describe your third memorable moment, like mentoring someone for the first time]."	Idea: Share an unpopular opinion to spark conversation. Example: "Unpopular opinion: [Share an opinion related to your industry]. Do you agree?" (Use the poll sticker for "Yes" or "No".)	Idea: Post a "quick actionable tip" in your niche for immediate value. Example: "Quick tip for [topic, like productivity]: [Share tip, like using the Pomodoro technique]. Try it and see how it works!" (Ask if they'll try it using a poll for "Yes" or "No".)	Idea: Discuss "your experience and qualifications" to build trust with your audience. Example: 'A bit about my background: [Summarise relevant experience, like '10 years in fitness coaching']. Here's how it's helped me serve you better!' (Invite followers to ask questions about your journey using the question box.)	Idea: Post a "Today's Challenge" and invite followers to join in. Example: 'Today, I'm challenging myself to [simple goal, like 'disconnect after 8 PM]. Who's with me?' (Use the poll sticker with "I'm in" and "Maybe next time" options.)

	22	23	24	25	26	27	28
	EDUCATE	INSPIRE	EDUCATE	ENTERTAIN	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Provide a list of best practices for success. Example: Best practices for raising a well-behaved puppy Tip: Outline each best practice with short, actionable tips that readers can easily apply.	Idea: Address common insecurities around everyday skills or routines and offer uplifting advice. Example: If you think your style isn't good enough... Tip: Offer approachable steps that are easy to start with. Keep the language friendly and encouraging to make followers feel capable and inspired to try new things.	Idea: Create a list of 3-5 important tips for achieving a specific result in your niche. Example: 5 tips for brighter, healthier skin Tip: List each tip with a brief explanation of why it works.	Idea: Create a meme about a common struggle your audience faces. Example: When you finally sit down... and hear 'Mom, I need help!' Tip: Use humor to highlight an everyday struggle that's relatable for your audience.	Idea: Explain the difference between two important, related aspects in your niche. Example: Morning vs. night skincare routines: What's the difference, and why do they matter? Tip: Use a comparison format, breaking down the purpose of each aspect. Provide a clear and practical takeaway to help your audience decide what's best for them.	Idea: Explain whether something in your niche is worthwhile, sharing its pros and cons. Example: Is meal prepping worth the effort? Here's what you need to know Tip: Use a balanced approach, listing both positives and drawbacks. End with a summary that helps your audience make an informed choice.	Idea: Pose a niche-related question about a common practice and explain why it's incorrect. Example: Do you wash your face with hot water? Here's why it's not the best for your skin Tip: Use a question format to grab attention, then provide a concise explanation. End with a better alternative or solution.
IG STORIES	Idea: Share something you've recently changed, like a habit or routine. Example: 'Recently, I decided to [describe the change, like waking up earlier or using a new appl. It's made a huge difference!'	Idea: Create a "things that make me happy" story to share positivity and build a connection. Example: 'A few things that make me happy: 1. [Item 1], 2. [Item 2], 3. [Item 3]. What makes you happy?' (Use the 'Add Yours' sticker so followers can join in with their happy moments.)	Idea: Share a "Favourite day of the week" story and why it stands out for you. Example: 'My favourite day of the week is [day, like Friday] because [reason, like 'time to recharge']]. What's yours?' (Use the question box for responses and highlight a few follower favourites.)	Idea: "Guilty Pleasures" story to share a fun, relatable side. Example: "Guilty pleasure: Eating dessert for breakfast now and then! What's yours?" (Use the question box for followers to share their guilty pleasures.)	Idea: Post a "Behind-the-scenes of my work" story to show your process. Example: "A glimpse into my work process: [Show a few steps like brainstorming, planning, and final touches]." (Share a series of images or videos to provide context on each stage.)	Idea: Share a "Beneficial practice in my niche" story and its positive outcomes. Example: "A valuable practice I swear by: [Describe it, like daily journaling]. It helps me [mention the benefits]." (Ask if others have tried this, using a poll or question box.)	Idea: Share the most beautiful view you've ever seen and a memorable experience related to it from your travels or life. Example: "Throwback to the most beautiful view I've ever seen: [show a photo]." (Use the 'Add Yours' sticker so followers can share their most stunning views.)

	29	30	31
	EDUCATE	EDUCATE	CONNECT
FEED POSTS	Idea: Share five impactful tips for people facing a common problem in your niche. Example: 5 tips for managing stress during busy work weeks Tip: Use practical, actionable tips that are easy to apply. Use a carousel format for clarity and encourage your audience to try these tips.	Idea: Provide three practical tips for achieving a specific outcome. Example: 3 practical tips for sticking to a budget Tip: Break down each tip into clear, step-by-step actions that your audience can easily implement.	Idea: Share a personal or client story that highlights learning and growth within your niche. Example: How I helped my client navigate toddler tantrums... Tip: Use a video format to tell the story, focusing on the challenges faced and the strategies that led to success.
IG STORIES	Idea: List 5 things you've learned so far this year. Example: 'Five things I've learned this year: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3].'	Idea: Share something that is underrated in your industry but still important, and explain why. Example: 'One underrated thing in my industry: [Describe it, like organization skills or routine building]. It makes such a difference because [explain its importance].'	Idea: Post "4 niche-related pain points" and ask your audience to vote on the one that affects them most. Example: "Which of these challenges do you relate to most? 1. [Pain point 1], 2. [Pain point 2]. (Use the poll sticker and follow up with targeted tips for the top pain point.)

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SEPTEMBER

	1	2	3	4	5	6	7
	EDUCATE	INFORM	CONNECT	EDUCATE	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Share a useful tip or lesson learned that could have made an activity easier. Example: The one thing I wish I'd known before my first solo trip Tip: Focus on the practical benefits of the lesson and explain how it helps avoid common beginner mistakes.	Idea: Share your opinion on whether your audience should or shouldn't do something related to your niche. Example: Should you exercise at night? Here's what the science says Tip: Present both sides if possible, then offer your recommendation based on research or experience.	Idea: Show the reality of a commonly idealised goal or habit. Example: This is what making handmade jewelry looks like Tip: Use a series of images or a video that captures the messy workspace, the trial-and-error process, and the tools involved in jewelry making.	Idea: Share something you've been testing or doing yourself and discuss the results or impact Example: I implemented screen-free Sundays in our family, and it's been eye-opening... Tip: Provide specific examples of how this practice has affected you, encouraging your audience to try it for themselves and share their experiences.	Idea: Create a list of common obstacles that often prevent people from achieving their goals. Example: Top 3 barriers to learning a new language and how to overcome them Tip: Clearly outline each obstacle and provide a simple solution for each.	Idea: Explain a seasonal or timely topic that relates to your niche. Example: How to prepare your skin for winter Tip: Share tips that are easy to implement during specific seasons or times of the year, making the advice practical and timely.	Idea: Create a "Day in the Life" post to educate your audience about what a typical day in your profession looks like. Example: A day in the life of a nutritionist Tip: Use a mix of short video clips to showcase different tasks throughout the day. This helps your audience understand what your work entails and can make your profession more relatable.
IG STORIES	Idea: Share something you loved about last month and why it was meaningful. Example: "One highlight from last month: [describe event or milestone, like a new client]. It reminded me why I love what I do!" (Invite followers to share their favourite part of last month using the 'Add Yours' sticker.)	Idea: Re-introduce yourself to new followers and remind others of what you offer. Example: "Hi, I'm [Name], and here's what I'm all about: [describe briefly]. What's something you'd like to know about me?" (Use the question box to gather questions for further engagement.)	Idea: Share your favourite "end of the day" ritual and ask followers about theirs. Example: "My end-of-day ritual: [ritual, like a cup of tea or journaling]. What's yours?" (Use a question box so your audience can drop their answers.)	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Share "something you've been really enjoying lately" to show a bit of your personality. Example: "Lately, I've been loving [describe activity, like learning to cook new dishes]. What's something you're enjoying?" (Use the 'Add Yours' sticker for followers to join in with their current favourite things.)	Idea: Share a story about the "biggest challenge in your industry" to offer a transparent perspective. Example: "One challenge in [your industry]: [describe briefly, like 'keeping up with trends']."	Idea: Reflect on a recent 'aha' moment. Example: "Had an 'aha' moment about [insert revelation, like time management or self-care]. Realising that [key takeaway]."
	8	9	10	11	12	13	14
	EDUCATE	EDUCATE	EDUCATE	EDUCATE	ENTERTAIN	INFORM	INFORM
FEED POSTS	Idea: Offer a "quick fix" or "hack" for a common minor problem in your niche. Example: Quick fix for tangled necklaces Tip: Keep it short and simple.	Idea: Share a troubleshooting guide for common issues your audience might face in your niche. Example: Is your bread not rising? Here are some common baking issues Tip: Offer a step-by-step process for identifying and fixing specific problems.	Idea: Share a list of "must-try" exercises, recipes, tools, etc., to help your audience improve in a specific area. Example: 5 must-try stretches to improve flexibility Tip: Break down each exercise or tool with a brief description.	Idea: Share a practical, everyday tip that would have simplified a routine or task Example: I wish I had known sooner... Tip: Explain how this tip makes a difference and offer step-by-step instructions for applying it.	Idea: Create a light-hearted parody that touches on familiar experiences or trends within your niche. Example: If chefs competed in the Olympics... Tip: Produce a short, funny video that imitates a well-known scenario with a twist, ensuring it's respectful and relatable to your audience.	Idea: Identify indicators of a "bad deal" in your industry and help your audience recognise red flags when buying products or hiring services. Example: Red flags to watch for when hiring an accountant Tip: Keep the explanations clear and actionable, helping your audience make better decisions.	Idea: Explain the "Why" behind a common practice in your industry. Example: Why warming up before exercise is crucial for injury prevention Tip: Share evidence or studies that support the practice. Keep the explanation simple to ensure it resonates with beginners as well.
IG STORIES	Idea: Pose a "what if" scenario unlikely to happen in your industry and ask for reactions. Example: "What if you could only bake one dessert for the rest of your life? Which would you choose?" (Post your answer and ask your audience to share their favourites in the question box.)	Idea: Post what sets you apart from others in your industry. Example: "What makes my approach unique: [describe unique approach or philosophy]."	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Create a "Why I chose this industry" story, sharing a meaningful reason behind your career choice. Example: "Why I chose [your field]: I wanted to [reason, like help people grow, bring creativity to life, etc.]. It's still my biggest motivation every day."	Idea: Share a story about the biggest misconception in your industry and explain the truth. Example: "One of the biggest misconceptions in [your niche] is [misconception]. Here's why that's not true and what the reality is!" (Use a quiz sticker to first ask your audience what they think, and follow it up with the explanation.)	Idea: Share a recent event in your business that saddened you and how you overcame it. Example: "Recently, [describe the challenge briefly, like a project setback]. It taught me [lesson learned]."	Idea: Express gratitude to your followers to build connection. Example: "So grateful for each of you! Thank you for your support and trust."
	15	16	17	18	19	20	21
	INSPIRE	INFORM	INFORM	EDUCATE	CONNECT	EDUCATE	INFORM
FEED POSTS	Idea: Give followers realistic expectations for achieving results with a product or habit. Example: How long it took me to have a basic conversation in Spanish... Tip: Break down the steps you took along the journey and share tips for steady progress. Showing patience and realistic milestones can help followers stay motivated as they try the skill.	Idea: Highlight a common mistake in your niche that people should avoid for better results. Example: Stop over-watering your plants if you want them to thrive Tip: Identify the mistake clearly, then provide practical advice on how to avoid it.	Idea: Introduce a free tool or resource that can help your audience achieve a goal more effectively. Example: You need this free tool for organizing your finances Tip: Describe what the tool does and how it benefits the user. If possible, provide a short example or walkthrough showing how easy it is to start using the tool.	Idea: Offer a quick solution to a common problem in your field. Example: Struggling with low energy? Here's a tip Tip: Start with empathy by acknowledging the struggle, then deliver a specific, actionable tip. Keep the solution brief and impactful, with steps that anyone can follow immediately.	Idea: Share a personal preference for a tool, product, or method, explaining its benefits over alternatives. Example: Why I prefer cast iron pans over non-stick cookware Tip: Discuss pros and cons of each option, but clearly highlight the unique advantages of your preferred choice.	Idea: Share a highly effective tip to help your audience reach a specific goal in your niche. Example: Here's one tip to achieve glowing skin Tip: Focus on one strong, tried-and-true tip. Highlight why this tip works and provide a simple how-to for incorporating it into daily routines.	Idea: Present two popular options in your niche and explain the benefits of each to help your audience make a choice. Example: Running vs. Cycling – Which is better for you? Tip: Use a comparison format with pros and cons for each option.
IG STORIES	Idea: Share an image of something that instantly puts you in a good mood. Example: "This always makes me happy! [Post a photo, like a cozy scene or favourite food]."	Idea: Share top things people should consider when choosing a professional/company/product in your industry. Example: "When selecting a [professional in your niche, like a personal trainer], consider their [qualities, like experience and client testimonials]. What's most important to you?" (Use the question box for responses.)	Idea: Share your current focus. Example: "Right now, I'm focusing on [describe the project or task]. Excited to see how it turns out!"	Idea: Post a "random picture of yourself" and give a quick life update. Example: "Just a little update: [describe, like 'finally caught up on my to-do list']. (Use the question box for followers' updates.)	Idea: Post a few of your favourite things, including something personal. Example: "Some of my favourites right now: [list items, like book, snack, or song]."	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day! Thank you, [name or follower handle]."
	22	23	24	25	26	27	28
	EDUCATE	INFORM	INFORM	EDUCATE	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Break down a process into three easy-to-follow steps, simplifying a potentially complicated task. Example: How to organise your workspace in 3 simple steps Tip: Outline each step clearly, keeping instructions concise and actionable.	Idea: Highlight specific tools or techniques you rely on, simplifying options for your audience Example: The only 2 products I trust for my dog's grooming. Tip: emphasise why each option works well.	Idea: Offer guidance for managing a common issue or challenge in your niche Example: How to deal with creative burnout as a freelancer. Tip: Identify the problem and validate it to connect with your audience's experience. Provide actionable tips that make the process feel manageable and supportive.	Idea: Provide a list of simple, effective strategies for enhancing a process. Example: 5 easy ways to prep your skin for flawless makeup Tip: Focus on practical, beginner-friendly tips that are easy to implement. A carousel or bullet-point format can make overview of the learning the information more digestible.process.	Idea: Offer an enticing guide to learning a new technique within your niche. Example: Ready to learn how to perform the perfect squat? Tip: Begin by sparking curiosity, then outline a high-level overview of the learning process.	Idea: Demystify a niche-specific term or trend that might be confusing for your audience. Example: What the heck is gentle parenting? Tip: Explain the concept or item simply, and add context on why it's beneficial.	Idea: Reveal a lesser-known trick or shortcut in your niche that can save time or improve results. Example: The life hack you've been sleeping on Tip: Explain why this hack is effective and how it can make life easier.
IG STORIES	Idea: Post a photo of something you keep around but aren't sure why. Example: "This [item, like an old toy] has been with me forever, and I don't even know why!" (Use the question box to ask if others have similar items.)	Idea: Do a "Self-care check-in" and ask followers how they're doing. Example: "Checking in on my self-care today—took a break to read. How are you taking care of yourself this week?" (Use the question box for responses.)	Idea: Explain a confusing industry term with a clear breakdown. Example: "Ever heard of [industry term, like 'ROI']? Here's what it actually means and why it matters." (Use the question box to ask if there are other terms followers want clarified.)	Idea: Talk about the most rewarding moment you've had in your business so far and what it meant to you. Example: "One of the most rewarding moments in my business was [specific moment]. It reminded me why I do what I do and the impact it can have."	Idea: Post about common mistakes to avoid in your niche. Example: "One mistake to avoid in [industry] is [describe the pitfall briefly, like 'focusing only on trends and not strategy']. (Explain why avoiding this pitfall is essential for success.)	Idea: Post a "Favourite purchase this month" story with a product or item you love. Example: "Favourite purchase of the month: [show the item and describe why you love it]."	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).
	29	30					
	EDUCATE	CONNECT					
FEED POSTS	Idea: Emphasise an important preparatory step that can make a significant difference in your niche. Example: Don't start painting your walls until you've tested the color in different lighting Tip: Focus on why preparation is key and provide a practical way to test or prepare before diving in. Include visuals that show the potential outcomes when applicable.	Idea: Share a personal post to connect with your audience and share a bit about yourself. Example: Let me introduce myself... Tip: Keep it genuine and inviting. Use visuals like a friendly photo of yourself or your workspace to make it relatable.					
IG STORIES	Idea: "Daily non-negotiables" story sharing what you prioritize every day. Example: "My daily non-negotiables: 1. Move my body, 2. Drink water, 3. Reflect on the day. What's on your list?" (Use the question box for engagement.)	Idea: Share something you loved about this month and why it was meaningful. Example: "Highlight of this month: [describe moment or milestone]. What was your favourite part of September?"					

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OCTOBER

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FEED POSTS	INSPIRE Idea: Discuss the impact a certain habit, tool, or change has made in a specific area. Example: What daily stretching has done for my posture Tip: Focus on practical benefits that followers can expect if they try it. Adding a "before-and- after" or comparison of benefits can make the impact clearer and more convincing.	EDUCATE Idea: Introduce a single tip or tool that can dramatically improve a routine task. Example: This one thing will change the way you fold fitted sheets Tip: Explain why this small change has a big impact.	ENTERTAIN Idea: Use humor to illustrate an everyday challenge or absurdity within your niche. Example: That yoga pose that turns into a cry for help 🥲 Tip: Design a meme that's relatable to your audience, ensuring it's humorous and shareable.	EDUCATE Idea: Break down the initial steps of a new process in a way that feels approachable for beginners. Example: How to start planning your first solo trip when you have no idea where to begin Tip: Keep the steps simple and accessible.	INFORM Idea: Warn your audience about common pitfalls in a specific activity and explain how to avoid them. Example: 3 mistakes to avoid after a car accident Tip: List each mistake with a solution or alternative approach to ensure success.	EDUCATE Idea: Guide your audience through selecting the right tools or options for a specific goal. Example: How to choose the best hiking boots for different terrains Tip: Provide criteria for evaluating options based on personal needs	CONNECT Idea: Explain why you changed your approach or tools, detailing the benefits. Example: Why I switched from regular cleaning sprays to eco- friendly alternatives Tip: Highlight the advantages of the new choice and what prompted the switch.
IG STORIES	Idea: Post "One habit to try this week" (niche-related). Example: "Try this! Spend 5 minutes every morning reflecting on your day ahead. Who's in?" (Use the poll for "Trying it" or "Already do it!")	Idea: Create a 'day in my life' Story to show how you balance work and personal. life. Example: "Here's what a typical day in my life looks like! Come along with me." (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Post a "Mini gratitude list" for a positive start to the day or week. Example: "Feeling grateful for: 1. Sunshine today, 2. Supportive clients, 3. New ideas brewing." (Use the question box to invite followers to share their gratitude.)	Idea: Share the most overlooked tip in your industry. Example: "One of the most overlooked tips in [industry]: [share the tip, like 'tracking small wins']. It can make a big difference!" (Ask followers if they've tried this tip before using the poll sticker.)	Idea: Share "an industry secret" that your audience will find valuable. Example: "Here's a little-known fact in [your field, like skincare]: [describe secret]. It makes a difference!" (Invite questions about this topic with the question box.)	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Post a "quick actionable tip" in your niche for immediate value. Example: "Quick tip for [topic, like productivity]: [Share tip, like using the Pomodoro technique]. Try it and see how it works!" (Ask if they'll try it using a poll for "Yes" or "No.")

	8	9	10	11	12	13	14
FEED POSTS	EDUCATE Idea: Provide a foundational step or essential practice for someone beginning a new activity or process. Example: Want to learn how to sew a simple tote bag? Start with this... Tip: Keep it simple and focus on the most critical steps for getting started. This helps beginners feel more confident as they embark on a new journey.	INFORM Idea: Explain why a certain practice or tool is crucial for success in a specific activity. Example: Why warming up is essential for any workout Tip: Provide practical reasons that are supported by benefits or facts.	EDUCATE Idea: Share straightforward tips for enhancing a skill, or result. Example: 3 easy ways to improve your sleep quality. Tip: List simple, actionable tips that require minimal resources. Include explanations of why each tip is effective and how it fits into a routine for best results	CONNECT Idea: Share unconventional approaches that led to success, encouraging followers to think outside the box Example: The fashion rules I broke as a stylist Tip: Explain why breaking each rule was beneficial and how followers can try it safely.	EDUCATE Idea: Share expert tips or techniques that allow your audience to master a specific process/ technique Example: How to make pasta like a pro: Tips from an Italian chef. Tip: Break down the steps and include advanced tips that set pros apart	INFORM Idea: Introduce a tool, habit, or technique that can simplify daily tasks in your niche. Example: This meal-prep organiser will make your weeknights easier Tip: Describe how the tool or technique improves efficiency, reduces stress, or saves time. Including a photo or demonstration of the tool in action can help your audience visualize the benefit.	EDUCATE Idea: Highlight a step or habit that is crucial for success in a specific activity. Example: Why you should always let your dough rest when baking bread Tip: Explain the benefits of this practice and why it can be a game-changer.
IG STORIES	Idea: Post "a life motto I live by" with a brief story about why it resonates. Example: "Life motto: 'Progress, not perfection.' Helps me keep moving forward." (Invite followers to share their life mottos with the question box.)	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day! Thank you, [name or follower handle]."	Idea: Share a "current obsession" story, sharing something you're really into lately and why. Example: "Currently obsessed with [thing, like a new app, podcast, or habit]. It's been such a positive addition to my day!"	Idea: Share an old photo and the story behind it. Example: "Throwback to [describe photo, like 'my first big project']. So many memories! [Share more details about the memory!]" (Invite followers to share their own throwback photos with the 'Add Yours' sticker.)	Idea: Create a "Why I chose this industry" story, sharing a meaningful reason behind your career choice. Example: "Why I chose [your field]: I wanted to [reason, like help people grow, bring creativity to life, etc.]. It's still my biggest motivation every day."	Idea: Post one thing you wish you could change about your field Example: "If I could change one thing about [your field], it would be [describe, like 'more work- life balance!]' (Invite followers to share changes they'd make in their own industries.)	Idea: Share a morning photo or quote and ask your audience to set their vibe for the day. Example: "What's today's vibe?" with poll options like "Focused & Ready" or "Relaxed & Reflective."

	15	16	17	18	19	20	21
FEED POSTS	CONNECT Idea: Share a mistake you learned from, helping others avoid the same misstep Example: One of the biggest mistakes I made in... Tip: Describe the mistake briefly and focus on the lesson learned. Use a "what I'd do differently" approach to make it constructive and helpful.	EDUCATE Idea: Share a way to accomplish a task without a common limitation or constraint. Example: How I keep my house clean without spending hours every day Tip: Highlight alternative approaches or time-saving techniques that simplify the task.	INFORM Idea: Share insider knowledge or a lesser-known fact in your niche. Example: Here's the tea on non- toxic cleaning supplies Tip: Present the information in a clear, conversational way, making it feel like friendly advice.	EDUCATE Idea: Emphasise a single, essential tool or habit that can make a big impact in your niche. Example: The one thing you need to keep your indoor plants healthy Tip: Focus on why this item is indispensable, providing benefits and usage tips.	CONNECT Idea: Share a story of a failed attempt and what alternative worked better. Example: Why fad diets didn't work for me (and what I do instead) Tip: Be open about the limitations of the initial method and why the alternative was a better fit. Personal stories can add authenticity and help followers connect with your experience.	EDUCATE Idea: Teach your audience how to achieve a particular outcome without a commonly needed tool or resource. Example: How to get salon-style hair without a trip to the salon Tip: Share simple methods or DIY tricks that replicate professional results.	ENTERTAIN Idea: Create a parody of a common struggle your audience faces. Example: Shopping for the 'perfect' ring online be like... (show a funny situation where someone orders a ring expecting a stunning piece, but it looks entirely different in person) Tip: Record a fun reel illustrating this relatable scenario. (p.s. In a situation like this, you could also include information on how your store prevents this experience by using real, unedited photos for accuracy).
IG STORIES	Idea: Share a photo of your morning routine. Example: "Here's my morning lineup: [describe steps, like 'coffee, quick workout, and emails']. What's the first thing you do each day?" (Use the question box for followers to share their morning routines.)	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Share a product recommendation. Example: "This is a lifesaver for me lately: [mention product, like 'my go-to water bottle']. What's one product you're obsessed with right now?" (Use the question box for responses.)	Idea: Post a habit check-in. Example: "Keeping up with [habit, like 'daily stretching']. What's a healthy habit you've started?" (Use the question box for responses.)	Idea: Do a flashback to your first day in your business. Example: "Flashback to my very first day in [your business]. I was feeling [describe your emotions], and I've learned so much since then!" (Post an old photo or a visual representing that time).	Idea: Post a "random picture of yourself" and give a quick life update. Example: Here's a quick update: today's highlight was [describe, like 'finally crossing off a big to- do']"	Idea: Share a story of a small victory you've had recently. Example: "Small win: [describe achievement, like staying organised all week]."

	22	23	24	25	26	27	28
FEED POSTS	EDUCATE Idea: Suggest easy swaps or substitutions to improve results in a particular area. Example: 3 easy swaps to elevate your everyday outfits Tip: Explain each swap and why it makes a difference.	INFORM Idea: Share a common misconception or assumption that may surprise followers. Example: I can't be the only one who thought all fats are bad for you... Tip: Use this as an opener to provide clarity or correct the misconception. A friendly tone helps make the correction feel relatable.	EDUCATE Idea: Share a list of your top tips for excelling in a specific skill or activity. Example: My favourite tips for traveling on a budget Tip: Present each tip concisely and keep it actionable. Adding personal experiences or reasons why each tip is effective can increase relatability and engagement.	INFORM Idea: Provide a list of best practices and things to avoid within a specific activity Example: The do's and don'ts of shopping for fine jewelry Tip: Make each point clear and easy to follow, separating dos from don'ts visually.	INTERACT Idea: Post a humorous photo of yourself related to your work and prompt followers to caption it. Example: Caught in the act of [funny work-related situation]! Best caption wins a prize" Tip: Select a photo that is funny yet appropriate, and encourage creativity in the captions. Engage with the responses to build community.	INFORM Idea: Share common pitfalls to steer clear of in a particular activity. Example: 5 things to avoid when caring for succulents Tip: List each mistake along with a short explanation on why it's problematic and what to do instead.	EDUCATE Idea: Provide a reliable, simple method for completing a task successfully. Example: A foolproof way to roast vegetables perfectly every time Tip: Focus on essential steps that make the method fail-safe.
IG STORIES	Idea: Share a highlight from the best part of your day. Example: "Best part of my day: [mention, like 'a quick walk in the sun!]'."	Idea: Post a "5 Things I love" list to share your interests. Example: "5 things I absolutely love: 1. Sunsets, 2. Hot tea, 3. [your favourite book], etc."	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories)	Idea: Share "A recent purchase I'm loving" to recommend something to followers. Example: "Loving this new [item, like 'planner']! Keeps me organised. What's something you've recently bought and loved?" (Use the question box to gather recommendations.)	Idea: Ask your audience to share their biggest challenges (related to your niche) & then repost them & reply to them Example: "What's currently your biggest challenge when it comes to weight loss?" (Use the questions box)	Idea: Post a "before bed routine" and ask followers to share theirs. Example: "My nighttime ritual: [mention activity, like 'reading a few pages before bed']. Do you have a bedtime routine?" (Use the question box for responses.)	Idea: Post a photo of your workspace. Example: "Today's workspace vibe: [describe it, like 'outside on the balcony']!. Where are you working from today?" (Use the question box to invite followers to share their workspaces.)

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FEED POSTS	INFORM Idea: Provide a list of must-have items for tackling a certain activity. Example: 5 essentials for a professional work wardrobe Tip: Briefly explain why each item is a must-have.	EDUCATE Idea: Create a thorough checklist for successfully completing a complex task. Example: The ultimate checklist for launching a new podcast Tip: organise the checklist by categories to make it easy to follow.	CONNECT Idea: Share insights or lessons learned to help your audience avoid common mistakes. Example: What I wish I knew before becoming a parent... Tip: Share each lesson along with a brief explanation to give context. Personal anecdotes can make these lessons more impactful and relatable.
IG STORIES	Idea: Create a poll asking your audience what kind of content they'd like to see more of. Example: "I want to create content that's valuable for you! What would you like to see more of? [Option 1] or [Option 2]?" (Use the poll sticker to gather feedback, and then share your response or plans for future content based on the results.)	Idea: One thing you are working on improving. Example: "Right now, I'm focused on improving [skill or habit, like 'time management']". (Share a bit about why it's important to you or what steps you're taking.)	Idea: Share a behind-the-scenes look at part of your day. Example: "Here's what my day looks like: [describe your current task, like 'prepping content for the week']". (Share a timelapse of your activity.)

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NOVEMBER

	1	2	3	4	5	6	7
	EDUCATE	EDUCATE	ENTERTAIN	EDUCATE	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Provide a time-saving tip or trick that simplifies a common task. Example: Here's a shortcut for simplifying your nighttime routine Tip: Keep the tip brief and easy to follow.	Idea: Offer guidance on determining whether a specific method/ product is a good fit for someone's needs. Example: How to know if intermittent fasting is right for you Tip: List factors to consider when deciding if this is a suitable choice. Use a question or checklist format to make it easy for followers to self- assess.	Idea: Post a humorous reel or story that taps into a trending challenge in your niche. Example: POV: You're trying to teach your pet a new trick, but they have other plans! (Show a humorous video where your pet completely ignores your training efforts.) Tip: Use a trending sound and act out the humorous situation.	Idea: Address frequently asked questions about a topic or practice in your niche. Example: The most common questions about houseplants, answered... Tip: Choose FAQs that are relevant and valuable for your audience. Format each answer concisely to make the post informative but easy to digest.	Idea: Explain why a preparatory step is essential for better results. Example: Why I always stretch before a workout. Tip: Share the benefits of this practice and what difference it makes.	Idea: Reveal a simple yet effective trick that can improve results in a specific area. Example: This one trick will help you slice onions without crying Tip: Keep the trick simple and clearly demonstrate how it work	Idea: Share a daily habit that brings specific benefits and can inspire others to adopt it. Example: Why I drink a green smoothie every morning... Tip: Describe the benefits of the habit and how it positively impacts daily life.
IG STORIES	Idea: Post a morning mood check in. Example: 'Morning mood check! Today I'm feeling [describe briefly, like 'motivated and ready to go!']. How's your morning vibe?' (Use a poll with options like 'Energized,' 'Relaxed,' 'Still waking pp,' or 'Could use more coffee!')	Idea: Post a story about a recent professional accomplishment. Example: 'Recently, I [describe accomplishment, like completed a complex project or learned a new skill]. It feels great to see the hard work pay off.'	Idea: Share something exciting that's happening in your life soon. Example: 'I'm so excited about [upcoming event, trip, or personal milestone], and I just had to share!'	Idea: Something I never leave the house without. Example: 'I never leave home without my [item, like 'notebook or water bottle']. What about you?' (Use the question box for followers' must-haves.)	Idea: "One thing that always cheers me up" Example: 'This always lifts my mood: [mention, like 'a good playlist']. What's your instant mood booster?' (Use the question box for followers to share their own go-tos.)	Idea: "The best decision I made recently" and why. Example: "Best decision lately: [mention decision, like 'setting aside time for reading each day']. It's been a game-changer because [explain why, like 'it helps me unwind and sparks new ideas']."	Idea: Do a "current favourites" story with things you're loving this month. Example: "Current faves: 1. [favourite podcast], 2. [Product], 3. [Snack]."

	8	9	10	11	12	13	14
	EDUCATE	INFORM	EDUCATE	INFORM	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Provide a helpful method for simplifying a challenging task. Example: How to make laundry day easier Tip: Include time-saving tips and techniques that make the process feel less daunting.	Idea: Discuss outdated methods or practices and introduce effective alternatives. Example: Cold calling isn't working like it used to for reaching new customers... Tip: Present the alternative with practical examples and address why it works better. Using evidence or comparisons can make the benefits more convincing and approachable for followers.	Idea: Explain why a particular product, practice, or method can have a huge positive impact. Example: 3 reasons why setting boundaries is essential for healthy relationships Tip: Focus on the unique benefits and how it simplifies or improves results	Idea: Highlight a common mistake people make in your niche and share an easy fix. Example: The biggest mistake you're making with your website layout (and how to fix it) Tip: Describe the mistake concisely, then outline a simple solution	Idea: Teach your audience how to maximise the effectiveness of a specific tool or product. Example: How to get the most out of your fitness tracker Tip: Provide usage tips or settings adjustments that can enhance results. Visual walkthroughs can help clarify each point and encourage followers to try them out.	Idea: Emphasise the value of a particular element within a specific context. Example: Why a reliable tripod is crucial for night photography. Tip: Highlight the unique features that make this item invaluable. Showing it in action can provide context and convince followers of its benefits.	Idea: Share tips or techniques to improve a particular aspect of daily life. Example: 3 techniques to boost your saving habits Tip: Keep each tip actionable and encourage followers to try them out. A carousel or numbered list works well here, with visuals to represent each tip.
IG STORIES	Idea: Share a 'How it's made' process for one of your products or services. Example: 'Here's a look at how I create [product or service]. It takes [describe the process], but the final result makes it all worth it!' (Post videos or photos of each step, and use a poll sticker to ask if your audience enjoys behind-the-scenes content.)	Idea: Share one positive and one negative habit you're working on. Example: 'One habit that's helped me: [Positive habit], and one I'm trying to break: [Negative habit].'	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: 'Here's what a typical day in my life looks like! Come along with me.' (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Share a small win of the day. Example: 'Today's small win: [describe win, like 'I managed to finish a workout before breakfast!']. What's one small win for you today?' (Use the question box to gather responses.)	Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Do a mini "ask me anything" session where your audience can ask you questions about your work, hobbies, or life. Example: 'Ask me anything! Drop your questions in the box, and I'll answer as many as I can.' (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: What about what success means to you. Example: 'For me, success means [share insight, like 'having a good work-life balance']. ' (Post a photo or video that reflects your perspective on success.)

	15	16	17	18	19	20	21
	EDUCATE	EDUCATE	INSPIRE	EDUCATE	CONNECT	EDUCATE	EDUCATE
FEED POSTS	Idea: Explain why avoiding a specific mistake is essential for success in your niche. Example: Why focusing only on the house (and not the neighbourhood) can be a big mistake Tip: Describe the negative impacts of the mistake and offer an easy way to correct it.	Idea: Share a technique that achieves a result without requiring a common, often challenging, resource. Example: How I keep my kitchen spotless without harsh chemicals Tip: Explain the benefits of the alternative approach and how to apply it.	Idea: Share a personal transformation story with actionable insights. Example: Here's how I went from always feeling burnt out to actually enjoying downtime Tip: Break down the transformation into manageable steps followers can try.	Idea: Present a simple, effective approach to completing a common task. Example: The easiest way to make fluffy pancakes Tip: Make sure the method is truly easy to follow, with clear steps.	Idea: Provide a personal opinion on a popular product, habit, or trend, weighing its pros and cons. Example: Is a standing desk really worth it? Here's my take... Tip: Offer a balanced view with pros, cons, and your conclusion.	Idea: Offer a guide for achieving an ideal outcome in your niche. Example: How to create a flawless layered necklace look Tip: Outline each step to achieve a visually appealing, functional setup.	Idea: Provide tips to help followers recognise if they're making common mistakes in a particular area. Example: How to tell if you're doing your skincare routine wrong. Tip: List clear indicators of common mistakes and offer simple solutions.
IG STORIES	Idea: Show an easy hack related to your niche.. Example: "Quick hack: [Insert your hack, like 'how to remove stains from workout clothes' or 'how to extend your phone's battery life for travel']. Give it a try and let me know if it works for you too!"	Idea: Post a "random picture of yourself" and give a quick life update. Example: "Quick check-in! Here's how my day's going [describe a bit, like 'had a busy morning but feeling good']!"	Idea: Post a daily habit you love. Example: "This daily habit makes a difference: [mention habit, like 'writing down 3 things I'm grateful for']. It helps me [explain how it impacts you]."	Idea: Give a mini 'did you know?' tip related to your work. Example: Did you know that [insert interesting fact about your niche]? It's one of the small things that can make a big difference!	Idea: Reflect on a recent 'aha' moment. Example: "Had an 'aha' moment about [insert revelation, like time management or self-care]. Realising that [key takeaway]."	Idea: Share something that is underrated in your industry but still important, and explain why. Example: "One underrated thing in my industry: [Describe it, like organization skills or routine building]. It makes such a difference because [explain its importance]."	Idea: Reinroduce your business's mission in a short video. Example: 'Here's why I do what I do! [Explain your business's mission and purpose in a short video].'

	22	23	24	25	26	27	28
	EDUCATE	ENTERTAIN	EDUCATE	INFORM	INFORM	CONNECT	INFORM
FEED POSTS	Idea: Highlight common pitfalls in a specific task and how to avoid them Example: 5 things to avoid when washing your car at home. Tip: Keep each point brief, explaining why the mistake happens and how to avoid it.	Idea: Look for a funny and trendy Reel, then create your version of it, adapted to your industry. Example: When your client asks for a revision at the last minute... Tip: Keep it light-hearted and relevant to your audience.	Idea: Provide guidance to help your audience decide if a specific approach or activity is a good fit for them. Example: How to tell if a chemical peel is the right choice for your skin concerns. Tip: List key considerations or questions your audience can reflect on.	Idea: Debunk a common myth or misconception related to your niche. Example: "Only teenagers get breakouts," they say Tip: Present the myth, explain why it's inaccurate, and provide a corrected understanding.	Idea: Share lesser-known advantages of a habit, product, or lifestyle choice. Example: The benefits of drinking herbal tea you didn't know about Tip: List each benefit with a brief explanation.	Idea: Share something unexpected or interesting about your daily routine, it must be niche-related. Example: Why I start each morning with 10 minutes of stretching Tip: Explain why this practice is important within your field and how it positively impacts your work.	Idea: Dispel concerns by showing that a particular task is simpler than it seems. Example: Why finding your ideal neighbourhood is easier than you think... Tip: Provide a short, beginner-friendly guide that makes the process feel manageable.
IG STORIES	Idea: Recommend a favourite app, tool, or podcast. Example: 'Shoutout to [app/podcast/tool name]—it's a game-changer for [explain purpose, like 'keeping me organised' or 'finding inspiration on the go']. Have you tried it?"	Idea: Spotlight a little-known benefit of a popular product or practice in your niche. Example: 'Did you know [product/practice] can also help with [unexpected benefit]? I started using it for [main purpose], but this was a great bonus!'	Idea: Share a 'micro-goal' you're setting for the day. Example: "Today's micro-goal: [describe, like 'drink more water' or 'finish a small task']. It's all about small wins!"	Idea: Showcase a "how it's made" story for your product or service. Example: "Ever wondered how [service] works? Here's a quick look at our process!" or "Curious about how [product] comes to life? Here's a quick behind-the- scenes look at our creation process!" (Use a timelapse.)	Idea: Share the story behind your business, including why you started. Example: "The journey began when [describe why you started, like 'I saw a need for...']. It's been an amazing ride!" (Invite questions about your journey with the question box.)		Idea: Share a mini-training video series on an important topic in your niche. Example: "Let's dive into [specific topic] with this quick mini-training!" (Break the training into 3-5 short stories, using each frame to explain a step or key point).

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	EDUCATE	INFORM
FEED POSTS	Idea: Create a comprehensive guide on a specific topic, covering essential tips and steps. Example: The only guide you'll need to start a balcony garden Tip: Make the guide thorough but clear, breaking it down into sections.	Idea: Share reasons why your audience might enjoy a certain product/ process/ method. Example: 3 reasons you'll love our eco-friendly planner for organizing your day Tip: Focus on benefits like convenience, enjoyment, and practical use.
IG STORIES	Idea: Share your "mini rituals" that bring you comfort. Example: "One of my favourite mini rituals: [describe your comfort activity, like lighting a candle before work]."	Idea: Share the top 3 things you wish you knew sooner in your niche. Example: "Top 3 things I wish I knew sooner: 1. [Lesson 1], 2. [Lesson 2], 3. [Lesson 3]."

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DECEMBER

	1	2	3	4	5	6	7
	CONNECT	EDUCATE	ENTERTAIN	EDUCATE	INFORM	EDUCATE	CONNECT
FEED POSTS	Idea: Share something you recently tried that had a surprisingly positive impact. Example: I can't believe I waited so long to try meal prepping Tip: Focus on the positive changes and how this new habit or choice improved your routine.	Idea: Share quick, actionable tips that make achieving a goal more manageable. Example: 3 quick tips to make weeknight dinners easier Tip: Focus on easy tips that don't require much time or effort. Use images to show each tip in action to make it relatable and useful when applicable.	Idea: Wrapped insert current year!. This is an idea inspired by Spotify Wrapped, where you can show your favourites of the year. Example: Wrapped 2025: My top favourites of this year Tip: You can include top 3 books, top 3 products you've bought, top 3 tools, top 3 podcasts, etc.	Idea: Create a comprehensive checklist for completing a particular activity successfully. Example: The ultimate checklist for a successful road trip Tip: organise the checklist by categories to make it easy to follow.	Idea: Explain the benefits of a trending product, tool, or habit in your niche. Example: Why weighted blankets are worth the hype... Tip: Describe the unique benefits, with a focus on how it positively impacts daily life.	Idea: Share something that is considered outdated in your niche. Example: 3 fashion mistakes making you look outdated. Tip: Highlight common misconceptions in your industry that people still believe.	Idea: Start a discussion on a relatable experience in your niche, inviting followers to share their own thoughts. Example: Is it just me, or does cleaning feel way more satisfying with a new playlist? Tip: Use this hook to encourage interaction, making followers feel seen and understood. A relatable photo or video clip that illustrates the feeling.
IG STORIES	Idea: Create a 'how it started vs. how it's going' post. Example: 'How it started vs. how it's going: [Show a before- and-after of your business]. It's been quite the ride, but here's what I've learned along the way!'	Idea: Share a memorable moment from this year. Example: A random but memorable moment: [describe memory, like 'camping with friends']. What's a memory that stands out for you? (Use the 'Add Yours' sticker so your followers can share theirs.)	Idea: Share a story on "the blessing [current year] brought into my life" to express gratitude. Example: "This year, I'm thankful for [describe blessing, like 'new friendships'].	Idea: Ask your audience for their biggest goal for the month or quarter and share yours. Example: 'My biggest goal for this month is [specific goal]. What about you? What's one thing you're focusing on achieving this month?' (Post your goal and use a question box to invite responses. Later, you can share some goals from your audience to inspire others.)	Idea: Reflect on where you were in your business last December vs. now. Example: "Looking back at last year: [describe your business then vs. now, like 'grown so much']."	Idea: Share a 'How it's made' process for one of your products or services. Example: 'Here's a look at how I create [product or service]. It takes [describe the process], but the final result makes it all worth it!' (Post videos or photos of each step, and use a poll sticker to ask if your audience enjoys behind-the-scenes content)	Idea: Share a "current obsession" story, sharing something you're really into lately and why. Example: "Currently obsessed with [thing, like a new app, podcast, or habit]. It's been such a positive addition to my day!"

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	INFORM	EDUCATE	INFORM	EDUCATE	EDUCATE	INFORM	EDUCATE
FEED POSTS	Idea: Talk about something considered 'old school' that you still do because it helps you or brings you good results. Example: Why I still send handwritten thank-you notes to clients Tip: Reflect on how it still works.	Idea: Reveal an overlooked or lesser-known tip that enhances a common routine or activity. Example: The secret to making fluffy pancakes that nobody talks about Tip: Highlight why this tip makes a difference, with easy instructions for followers to try.	Idea: Highlight key indicators that show followers they're ready to start or level up a specific activity. Example: 3 signs you're ready to ask for a promotion Tip: Keep each sign clear and actionable, so followers can easily assess their readiness.	Idea: Provide a quick, easy-to-follow guide for those looking to simplify a common task. Example: The lazy person's guide to a basic skincare routine Tip: List the steps with minimal effort required, focusing on effective shortcuts.	Idea: Share insights on refreshing or improving a common practice or area in your niche. Example: Your morning routine is begging for a revamp Tip: List each new approach with a brief description of how it adds value.	Idea: Encourage followers by showing how a seemingly difficult task is actually manageable. Example: Why learning to cook isn't as hard as you think Tip: Break down the process into beginner-friendly steps, emphasizing simplicity.	Idea: List reasons to avoid a common but unproductive or harmful habit. Example: 3 reasons to stop microwaving leftovers in plastic containers. Tip: Explain the consequences of the habit clearly and offer alternatives.
IG STORIES	Idea: Highlight a recent 'small win' and celebrate it. Example: 'Small win today: [describe, like 'checked off my entire to-do list' or 'took a break without guilt']."	Idea: Do a mini 'ask me anything' session where your audience can ask you questions about your work, hobbies, or life. Example: "Ask me anything! Drop your questions in the box, and I'll answer as many as I can." (Post a question box for audience submissions, and follow up with responses to a few questions in subsequent stories.)	Idea: Share your current focus. Example: "Right now, I'm focusing on [describe the project or task]. Excited to see how it turns out!"	Idea: Share the best decision you made this year. Example: "Best decision of the year: [describe, like starting a new routine]. It's been so fulfilling!"	Idea: Do a "customer favourites" story, showing your top-selling products or services. Example: "Our customers can't get enough of [top product or service]. Here's why it's a hit!"	Idea: Post a "random picture of yourself" and give a quick life update. Example: "Just a quick check-in! Today's been [describe, like 'full of meetings and a bit hectic']."	Idea: Post a screenshot of an appreciation message or comment you received. Example: "Reading this made my day! Thank you, [name or follower handle]."

	15	16	17	18	19	20	21
	CONNECT	EDUCATE	INFORM	EDUCATE	INFORM	INFORM	INFORM
FEED POSTS	Idea: Post a behind-the-scenes photo and share what you've learned this year. Example: Lessons from 2025 as a yoga teacher Tip: Use this post to reflect on your personal and professional growth. Share insights on what worked, what didn't, and how you plan to move forward.	Idea: Provide a quick, actionable tip for handling a common mood or situation. Example: The next time you're feeling stressed, try this! Tip: Share easy steps to show how followers can try the solution right away.	Idea: List common mistakes people tend to make with a specific activity and how to avoid them. Example: The biggest mistakes people make with meal prep. Tip: Describe each mistake concisely and offer a solution for each.	Idea: Address a common fear with comforting, easy-to-follow advice. Example: If you're afraid of traveling solo, read this Tip: Share simple, proven tips that reduce anxiety around the fear.	Idea: Bring attention to a common mistake people make and how to correct it. Example: Are you making this mistake with your content? Tip: Focus on describing the mistake and provide a simple solution.	Idea: Compare two popular options in your niche to help followers make an informed decision. Example: Should you prioritize a structured routine or flexible days with your kids? Tip: Present pros and cons, with guidance on when each choice is beneficial. Keeping the focus on real-life benefits helps followers make the choice that best fits their needs.	Idea: Explain how a particular habit/tool/product can enhance a specific area of life. Example: Why reading to your child daily will improve their language skills and imagination Tip: List specific reasons with a brief explanation of each.
IG STORIES	Idea: Share one thing you're excited about. Example: "Can't wait for: [mention, like 'my friend's wedding this weekend']. What's something you're excited about?" (Use the question box to gather responses.)	Idea: Post a picture of your Christmas tree. Example: "Christmas tree is up! Show me yours!" (Use the "Add Yours" sticker to start a holiday tree thread.) Alternative for those who don't celebrate christmas: Share a fun fact about your process. Example: "Fun fact: Every time I [describe a part of your routine, like 'start a new project' or 'prep for a workout'], I always [unique habit]. Do you have any quirky habits?"	Idea: Share 3 things that helped you grow professionally this year. Example: "Growth highlights this year: 1. [Growth area, like learning new skills], 2. [Skill, like public speaking], etc"	Idea: Share the most spontaneous thing you've ever done and invite your followers to share their stories. Example: "The most spontaneous thing I've done: [mention story, like 'booked a trip last minute']. It was such an adventure because [add a brief detail about the experience]."	Idea: Create a 'day in my life' Story to show how you balance work and personal life. Example: "Here's what a typical day in my life looks like! Come along with me." (Share snapshots of your day, whether it's work, self-care, or relaxation time).	Idea: Share your favourite way to spend time offline. Example: I love going offline for [mention, like 'a walk in nature'] because it helps me recharge and clear my mind. What's your favourite offline activity?" (Use the question box to gather responses.)	Idea: Share a morning mood booster. Example: "This helps kickstart my day: [mention activity, like 'morning yoga'] because it energizes me and sets a positive tone. What's something that boosts your mood in the morning?" (Use the question box to gather responses.) oster.

	22	23	24	25	26	27	28
	EDUCATE	INFORM	CONNECT	CONNECT	EDUCATE	INFORM	CONNECT
FEED POSTS	Idea: Challenge common advice or myths by offering a fresh, more effective perspective. Example: Stop listening to 'You must follow every trend to look stylish' Tip: Use evidence or relatable examples to explain why the common advice isn't helpful. Giving alternatives empowers followers to approach the topic in a way that best suits their situation.	Idea: Reveal a lesser-known or surprising fact about a topic in your niche. Example: The truth about credit scores that no one talks about Tip: Use this to provide followers with an 'aha' moment.	Idea: Share a picture of yourself and talk about what's your favourite thing about Christmas. For those who don't celebrate Christmas, you can adapt the idea to focus on other seasonal traditions or holidays —share a picture of yourself and talk about your favourite seasonal tradition or holiday celebration. Use storytelling to share personal anecdotes related to your traditions.	Idea: Share a Christmas picture and use the caption to wish your audience a merry Christmas. For those who don't celebrate Christmas, share a picture of a favourite nature scene or outdoor adventure you enjoy during this time of year.	Idea: Do you have any predictions for the future of your industry? Example: My predictions for social media marketing trends in 2026. Tip: Use this opportunity to showcase your expertise and spark discussion.	Idea: Share an alternative approach that achieves results without a typical requirement Example: You don't need to be flexible to practice yoga... Tip: emphasise the alternative and explain how it achieves similar results.	Idea: What's coming in [insert year]? What can your audience expect from you? Example: My goals and new projects for the upcoming year Tip: Use this post to build excitement for what's ahead. Invite your audience to share their goals for the new year as well.
IG STORIES	Idea: Share a mini-training video series on an important topic in your niche. Example: 'Let's dive into [specific topic] with this quick mini-training!' (Break the training into 3-5 short stories, using each frame to explain a step or key point).	Idea: Share your 'favourite' mistake and what you learned from it. Example: 'My favourite mistake: [Describe a memorable mistake you made]. It taught me to [lesson learned]. Ever made a mistake that turned out to be a good thing? Tap the reaction emoji if you can relate!'	Idea: Share something you loved about this month and why it was meaningful. Example: 'Highlight of this month: [describe moment or milestone]. What was your favourite part of September?'	Idea: Wish your audience a Merry Christmas with a personalized message for the holiday season. Example: 'Merry Christmas! Wishing you a joyful holiday season filled with [your wishes, like love, laughter, and togetherness]! (Include a photo of yourself to add a personal touch.) Alternative for those who don't celebrate Christmas: Post the about the funniest moment of the week. Example: "Funniest thing that happened to me this week: [Describe moment briefly]. Ever had a similar experience?"	Idea: Share a personal motto for the upcoming year. Example: 'My motto for next year is: [share, like 'embrace change']. What's a phrase you'll be keeping in mind this year?' (Use the question box for responses.)	Idea: Show a "before the camera" moment to share the prep behind a polished post. Example: "What you see vs. what it really takes!" (Share a behind-the-scenes shot before the final picture).	Idea: Share something you loved about this year and hopes for next year. Example: 'Highlight of [insert current year]: [describe moment, like launching a project]. Excited for even more in [insert next year]!'

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	INFORM	CONNECT	CONNECT
FEED POSTS	Idea: Question the necessity of a common tool, habit, or product in your niche Example: Do you really need a fancy blender for smoothies? Tip: Offer pros and cons, or suggest affordable alternatives if appropriate.	Idea: Share a year-in-review, highlighting major milestones and key experiences. Example: Reflections on my business journey in 2026 Tip: Use a narrative format to highlight key moments throughout the year. This can inspire your audience to reflect on their own journeys as well.	Idea: Share a photo of yourself and wish your followers a happy New Year. Keep the message personal and heartfelt to connect with your audience as you welcome the new year together.
IG STORIES	Idea: Share a mini bucket list for the new year that includes both personal and professional goals. Example: 'Mini bucket list for [insert year]: 1. Travel to [location], 2. Launch [new project], 3. Dedicate more time to [personal goal]. What's on your list?' (Use the 'Add Yours' sticker to invite followers to join.)	Idea: Share a 'Monthly Recap' of achievements, updates, or milestones. Example: 'Monthly recap: Here's what we accomplished in [month]! Thank you for being part of our journey.'	Idea: Wish your audience a Happy New Year with a personalized message for the coming year. Example: 'Happy New Year! Here's to an incredible [insert year] filled with [your wishes, like joy, growth, and success]!' (Include a photo of yourself to add a personal touch.)

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