



QUARTER ONE CONTENT CALENDAR

CONTENT IDEAS YOUR BRAND CAN CUSTOMIZE TO ELEVATE YOUR INSTAGRAM. LET'S GET YOU BETTER FOLLOWER ENGAGEMENT, CONSISTENCY AND AN OVERALL BETTER, BRANDED PRESENCE ON INSTAGRAM.

01.01.2021 - 03.31.2021

JANUARY

MON	TUES	WEDS	THURS	FRI
				Happy New Year! Share a resolution-related freebie
Go live and update followers on goals/resolutions for the year	Write a blog post	Tag a resource and explain their value	Promote recent blog post	Share a business reel from one of the trending topics
Share your workspace/office	Give your audience a mini-lesson	Shoutout/tag a business buddy	Host a Q&A with the same subject as your mini-lesson	Update hashtag sets
Plan a giveaway with another brand/influencer in line w your goals	Share BTS/highlight a service or product	Take photos/create content for next month	Announce giveaway	Promote a client
Go live and update followers on EOM goals/any brand updates	Share a pro-tip for followers to use next month	Refresh highlights + guides with content from the month	Close giveaway	Record analytics for the month

GOALS

- Spend time connecting with similar accounts + your audience daily.

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FEBRUARY

MON	TUES	WEDS	THURS	FRI	GOALS
Reintroduce your brand for new followers	Write a blog post	Tag a client and share a goal or win	Promote recent blog post	Update hashtag sets	<ul style="list-style-type: none"> ■ Publish video or animated content once a week
Brainstorm a contest for your followers	Promote your email list	Announce contest	Host a live about your contest to drum up excitement	Share a business reel from one of the trending topics	<ul style="list-style-type: none"> ■
Share your workspace/office and goal of the month	Give your audience a mini-lesson	Close contest	Host a Q&A with the same subject as your mini-lesson	Update hashtag sets Prep next month's content	<ul style="list-style-type: none"> ■
Go live and update followers on EOM goals/any brand updates	Share BTS/highlight a service or product	Share 5 facts about an employee	Refresh highlights + guides with content from the month	Record analytics for the month	<ul style="list-style-type: none"> ■
					<ul style="list-style-type: none"> ■

MARCH

MON	TUES	WEDS	THURS	FRI	GOALS
Brainstorm 3 new Story ideas you haven't tried yet	Promote another platform your brand is active on	Share a favorite project so far	Promote another platform your brand is active on	Update hashtag sets	■ Check in with your 2021 marketing plan and adjust Q2 appropriately
Go live and update followers on goals/resolutions for the year	Write a blog post	Share a business reel	Promote recent blog post	Rebrand a relevant meme	■
Share your workspace/office	Give your audience a mini-lesson	Shoutout/tag a business buddy	Host a Q&A with the same subject as your mini-lesson	Update hashtag sets	■
Share 5 facts about an employee	Announce a sale	Take photos/create content for next month	Promote your sale	Share happy consumers with sale product or testimonial	■
Go live and update followers on EOM goals/any brand updates	Share a pro-tip for followers to use next month	Refresh highlights + guides with content from the month	Share something light and personal with your followers	Record analytics for the month	■



Want a custom
CONTENT CALENDAR?

Email hello@relevebranding today