

# Content Planner

## Week 1

	Instagram	Facebook	Tips	Notes
MONDAY	About us - your story on why you started the business	About us - your story on why you started the business	Use a photo of yourself	
TUESDAY	Your products or services in action	Share article or local info relating to your customers interests	Spend 20 mins engaging with existing & potential customers	
WEDNESDAY	Repost of customer using your products and services	Your products or services in action	Always get permission before you repost anyone's images	
THURSDAY	Discuss latest special offers	Discuss latest special offers	Add in website link on Facebook post	
FRIDAY	Testimonial from client	Share article or local info relating to your customers interests	Spend 20 mins engaging with influencers	
SATURDAY	BTS shot	Link to feature on your website	Use the location function on Insta	
SUNDAY	Your products or services in action	Testimonial from client	Spend 20 mins engaging with existing & potential customers	

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## Week 2

	Instagram	Facebook	Tips	Notes
MONDAY	Recap of products & services you offer	Recap of products & services you offer	Mention how to contact you	
TUESDAY	Repost from customer	Share article or local info relating to your customers interests	Spend 20 mins engaging with existing & potential customers	
WEDNESDAY	Team photo!	Testimonial from client/customer	Remember to ask customers & clients to leave reviews	
THURSDAY	Discuss latest special offers	Discuss latest special offers	Spend 20 mins engaging with influencers	
FRIDAY	Testimonial from client/customer	Share article or local info relating to your customers interests	Spend 20 mins engaging with existing & potential customers	
SATURDAY	Product/services image	Product/services image	Mention how to work with you or buy from you	
SUNDAY	Your products or services in action	Link to feature on your website	Spend 20 mins engaging with existing & potential customers	