

A close-up photograph of a green leaf, showing its intricate vein structure. The central vein runs vertically down the middle, with several secondary veins branching out to the left and right. The leaf's surface has a slightly textured, matte appearance. The lighting is soft, highlighting the natural green color and the geometric patterns of the veins.

# *30-Day Social Media Content Planner*

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

@ahavamarketing



Create with intention.  
Show up with purpose.  
Build real connection.  
This 30 day content plan  
is designed to help small  
businesses show up  
consistently on social  
media without  
overwhelm. Each week  
focuses on a different  
part of building a strong,  
meaningful online  
presence.

### ***USE ONE PROMPT PER DAY:***

Adapt each prompt to your industry, brand voice, and audience.

There is no pressure for perfection just intentional progress.

### ***HOW TO USE THIS PLAN***

Use one prompt per day

Choose the platform that works best for you

Adjust formats (reel, post, carousel, story)

Add your personality, story, and visuals

Stay consistent and trust the process

# 30-Day Social Media Planner

## WEEK 1: CLARITY

DAY	TYPE OF POST	DESCRIPTION
Day 1	Introduction Reel	Help your audience understand who you are and what you do
Day 2	Static Post	Introduce your brand. Share who you are, what you do, and who you serve. Keep it simple and welcoming.
Day 3	Carousel	Highlight the main problem your business solves. Break it into 3–5 slides showing the struggle and your solution. Day 4
Day 4	Static Post	Share your brand values. What do you stand for and why does it matter to your clients?
Day 5	Reel	Explain what makes your business different. Show your personality and approach.
Day 6	Story	Share a behind-the-scenes moment from your day or workspace. Keep it real and unpolished.
Day 7	Static Post	Share a behind-the-scenes moment from your day or workspace. Keep it real and unpolished.

HELP YOUR AUDIENCE UNDERSTAND WHO YOU ARE AND WHAT YOU DO

# 30-Day Social Media Planner

## WEEK 2: CONNECTION

DAY	TYPE OF POST	DESCRIPTION
Day 1	Reel	Share a personal lesson you've learned as a business owner.
Day 2	Carousel	Answer a frequently asked question your clients or audience often ask.
Day 3	Static Post	Share one practical tip your audience can apply immediately.
Day 4	Reel	Show a "day in the life" or behind-the-scenes look at your work process.
Day 5	Static Post	Talk about a mistake you've made and what it taught you.
Day 6	Carousel	Highlight a client, customer, or community win (with permission).
Day 7	Static Post	Ask your audience a thoughtful question to encourage engagement and conversation.

# 30-Day Social Media Planner

## WEEK 3: VALUE

DAY	TYPE OF POST	DESCRIPTION
Day 1	Carousel	Share an educational post related to your industry or service.
Day 2	Reel	Share an educational post related to your industry or service.
Day 3	Static Post	Explain your process or how you work with clients step by step.
Day 4	Carousel	Share a before-and-after, transformation, or progress story.
Day 5	Static Post	Share a tip your audience often overlooks but really needs.
Day 6	Static Post	Share a testimonial, review, or kind words from a client.
Day 7	Reel	Talk about the results or outcomes your service helps people achieve.

# 30-Day Social Media Planner

## WEEK 4: GROWTH

DAY	TYPE OF POST	DESCRIPTION
Day 1	Carousel	Introduce your services or products and who they're for.
Day 2	Reel	Introduce your services or products and who they're for.
Day 3	Static Post	Explain how someone can work with you or book your services.
Day 4	Reel	Address a common hesitation or objection your audience may have.
Day 5	Story	Invite your audience to ask questions using a question sticker or poll.
Day 6	Static Post	Celebrate a recent win or milestone, big or small.
Day 7	Reel	Share what you're currently working on or planning next.

# 30-Day Social Media Planner

## WEEK 4: GROWTH

DAY	TYPE OF POST	DESCRIPTION
Day 8	Static Post	Share what you're currently working on or planning next.
Day 9	Static Post	Post an encouraging or motivational message for your audience.



“This 30 Day Content Plan is designed to remove overwhelm and help you show up consistently with confidence. Use it as a guide, adapt it to your voice, and remember that connection always matters more than perfection.”

-ahava marketing



# *Ready for more?*

Congratulations on completing your content planner. You've taken an important step toward creating more intentional, consistent, and meaningful content for your brand.

If you're ready to go beyond planning and would like support in bringing your content to life, we're here to help. Ahava Marketing offers tailored social media management designed to support your vision and grow your online presence with purpose.

If you'd love to explore working together, book a free discovery call with us and let's talk about how we can support your brand's next season.