



MONTHLY  
*Content  
Calendar*





# *Welcome*

This planner was created to help you slow down, get clear, and show up on social media with intention.

At Ahava, we believe consistency doesn't come from doing more it comes from knowing what matters and showing up with purpose.

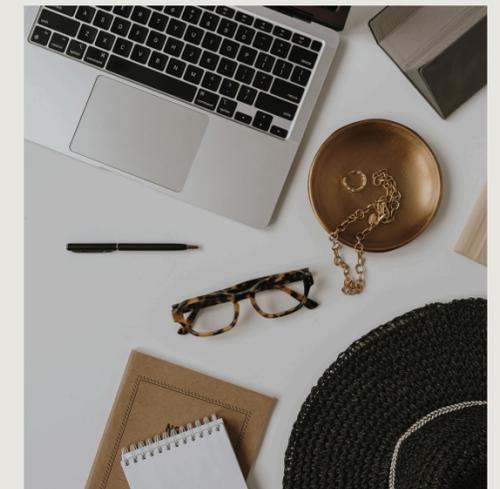
This planner is here to guide you, not pressure you.  
There is no right or wrong way to use it.  
Take what serves you. Leave what doesn't.  
Let this be a tool that supports your brand, not controls it.

# EVERY BUSINESS HAS A STORY WORTH TELLING.

- Why did you start your business?
- What problem do you solve?
- What makes your brand unique?
- What do you want people to feel when they find you online?

## *Your values & purpose*

- What do you stand for?
- What do you want your brand to be known for?
- What values guide how you show up online?



“YOUR VALUES SHOULD BE FELT IN EVERY POST, CAPTION, & INTERACTION”

CONTENT  
*Inspiration*



CONTENT  
*Pillars*

→ Content pillars keep your content focused and balanced. Examples:

- Education
- Products or Services
- Behind the Scenes
- Community
- Testimonials

## MONTHLY CONTENT CALENDAR

# *Intensions*

→ AHAVA MARKETING  
WHERE LOVE MEETS  
CREATIVITY

### MONTHLY INTENSIONS

This month I want to focus on:

- My main business goal
- My social media goal
- How I want my content to feel
- One word to guide this month

***Let intention lead your planning.***

### MONTHLY CONTENT OVERVIEW

Use this calendar to map out:

- What you're posting
- What content pillars you're focusing on
- Which platforms your posting on
- Any notes or reminders about specific content or events

WEEKDAYS	TOPIC	POST/CONTENT	CAPTION	HASHTAGS	PLATFORM/S	DATE
EXAMPLE	BRAND INTRODUCTION		Every brand has a beginning. Ours started with love, creativity, and a heart for small businesses. Welcome to Ahava Marketing!	#SocialMediaManagement #SmallBusinessMarketing #BrandStory #AhavaMarketing	Instagram, Facebook	6 January 2026   10am
MONDAY						
TUESDAY						
WEDNESDAY						
THURSDAY						
FRIDAY						

**CONTENT**

# *Reflection & Analytics*

→ Highlight the types of content you want to include in your calendar from each of the content themes.

**WHAT WORKED WELL**

- TYPE YOUR ANSWER

**WHAT DIDN'T**

- TYPE YOUR ANSWER

**WHAT TO IMPROVE**

- TYPE YOUR ANSWER



# *A gentle reminder*

YOU DON'T NEED TO SHOW UP PERFECTLY.  
YOU JUST NEED TO SHOW UP INTENTIONALLY.  
CONSISTENCY GROWS CONFIDENCE.  
CONNECTION BUILDS COMMUNITY.  
AND YOUR BRAND DESERVES TO BE SEEN.

**With love,**  
*Ahava Marketing*

