

# MONTHLY SOCIAL MEDIA POSTS THAT MATTER

## 2023 CALENDAR DATES/EVENTS

JANUARY		FEBRUARY		MARCH	
1 <sup>ST</sup>	<b>New Year's Day</b> e.g. Good habits to start for the new year			8 <sup>TH</sup>	<b>International Women's Day</b>
1 <sup>ST</sup> -31 <sup>ST</sup>	<b>Veganuary</b> e.g. plant-based recipes			21 <sup>ST</sup>	<b>World Sleep Day</b> e.g. your sleep routine
1 <sup>ST</sup> -31 <sup>ST</sup>	<b>Dry January</b>			20 <sup>TH</sup>	<b>International Day of Happiness</b>
16 <sup>TH</sup>	<b>Blue Monday</b> e.g. your favourite comfort foods	1 <sup>ST</sup> -28 <sup>TH</sup>	<b>National Heart Month (UK)</b> e.g. heart healthy foods		
16 <sup>TH</sup>	<b>Australian Open</b>	2 <sup>ND</sup>	<b>Time to Talk Day (UK)</b>		
22 <sup>ND</sup>	<b>Chinese New Year</b>	4 <sup>TH</sup>	<b>World Cancer Day</b>		
		4 <sup>TH</sup>	<b>Six Nations starts</b>		
		14 <sup>TH</sup>	<b>Valentine's Day</b>		
		16 <sup>TH</sup>	<b>National Almond Day</b>		
		21 <sup>ST</sup>	<b>Shrove Tuesday (UK)</b> e.g. pancake recipes		

### My sample posts:

---



---



---



---



---



---



---

### PRO TIPS TO BEAT THE ALGORITHM:

- POST QUALITY CONTENT REGULARLY**  
Consistency is key – create daily content, if you can, that is relevant to your niche and engaging.
- BE ACTIVE IN SOME WAY EVERY DAY**  
Use a variety of content to allow your followers to get to know you and your work! Try a combination of videos, posts, lives and IGTV!
- PRO TIP: CREATE CONTENT THAT YOU THINK WILL BE SHARED**  
This will send you up the pecking order in the algorithm. Infographics are great for this and knowing what your audience wants to read is also helpful. Check out the insights section of your page to see how your post is performing.
- PRO TIP: ENCOURAGE ENGAGEMENT IN YOUR POSTS**  
Write engaging captions, ask questions and be personable! Asking questions will encourage people to comment, so make sure you reply to all and create a relaxed environment.
- POST DURING PEAK HOURS**  
If you have a business account (you can swap to one in your settings), you will be able to view what day and time of day most of your audience is online, and are more likely to engage with your content.
- USING HASHTAGS**  
Use a combination of niche and broader hashtags, but not too many! 30 is the maximum. \*Different accounts work with different hashtag strategies. People can search for content via hashtags so it's important any hashtags used are relevant, to allow more people to find your content. You can use the hashtag search on Instagram to help you see which hashtags are popular, to help build your list!

\* For Twitter, the most effective posts have 2-3 hashtags.



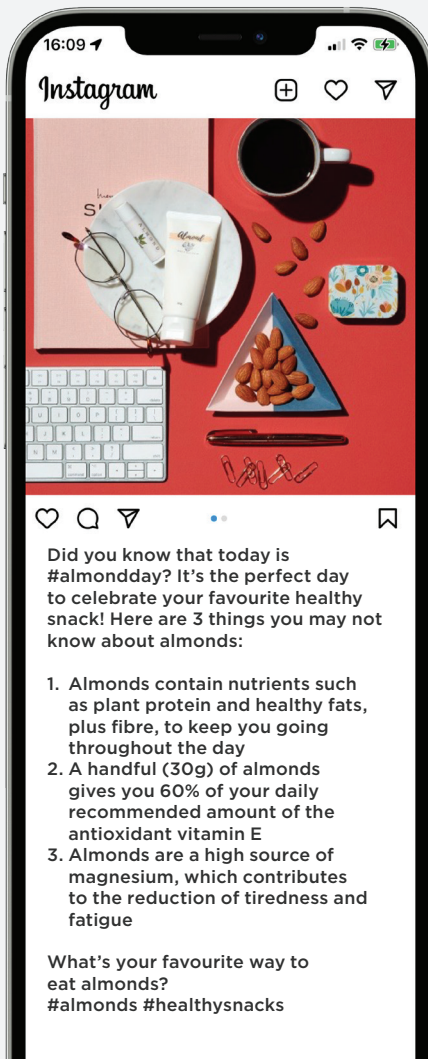
# MONTHLY SOCIAL MEDIA POSTS THAT MATTER

## BEST IN CLASS SOCIAL POSTS

### National Almond Day

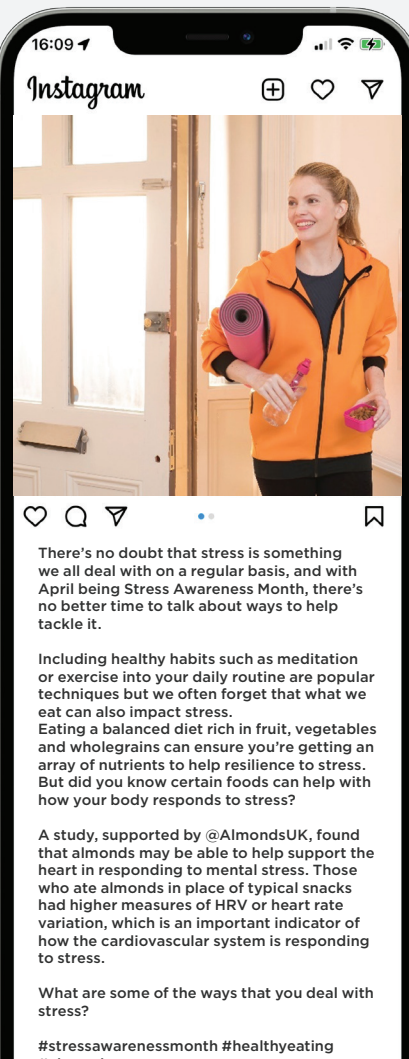
(16th Feb 2023)

e.g. the nutritional benefits of almonds



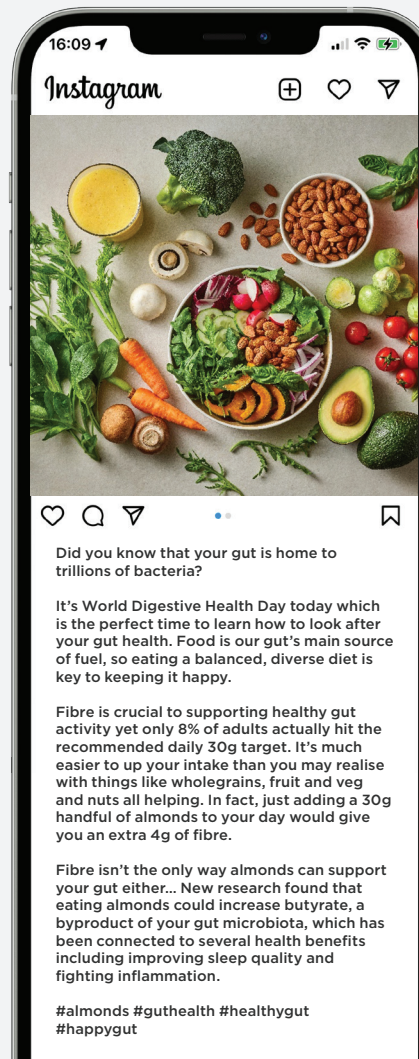
### Stress Awareness Month:

(1st - 30th April 2023)



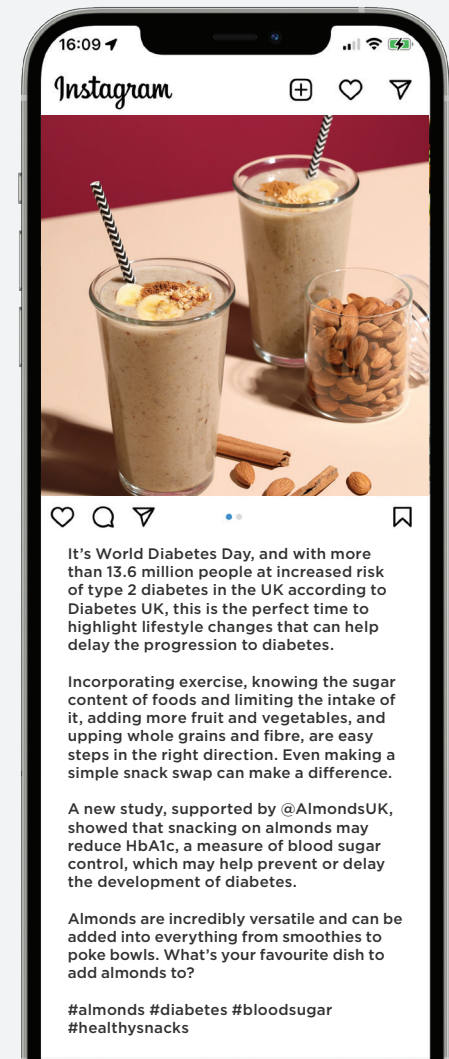
### World Digestive Health Day:

(29th May 2023)



### World Diabetes Day

(14th Nov 2023)



# MONTHLY SOCIAL MEDIA POSTS THAT MATTER

## 2023 CALENDAR DATES/EVENTS

APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER	
		<b>13<sup>TH</sup></b>	<b>World Fairtrade Day</b>	<b>1<sup>ST</sup>-29<sup>TH</sup></b>	<b>Pride Month</b>	<b>1<sup>ST</sup>-23<sup>RD</sup></b>	<b>Tour de France</b>			<b>1<sup>ST</sup>-29<sup>TH</sup></b>	<b>Organic September</b>
<b>1<sup>ST</sup>-30<sup>TH</sup></b>	<b>Stress Awareness Month</b>	<b>15<sup>TH</sup>-21<sup>ST</sup></b>	<b>Mental Health Awareness Week</b>	<b>12<sup>TH</sup>-16<sup>TH</sup></b>	<b>British Nutrition Foundation Healthy Eating Week (UK)</b>	<b>3<sup>RD</sup></b>	<b>Wimbledon starts</b>			<b>10<sup>TH</sup></b>	<b>World Suicide Prevention Day</b>
<b>7<sup>TH</sup></b>	<b>World Health Day</b>	<b>19<sup>TH</sup></b>	<b>World Inflammatory Bowel Disease Day</b>	<b>12<sup>TH</sup>-18<sup>TH</sup></b>	<b>Diabetes Awareness Week (UK)</b>			<b>28<sup>TH</sup></b>	<b>US Open starts</b>	<b>22<sup>ND</sup></b>	<b>Autumn Equinox</b>
<b>9<sup>TH</sup></b>	<b>Easter Sunday</b>	<b>28<sup>TH</sup></b>	<b>World Hunger Day</b>	<b>12<sup>TH</sup>-18<sup>TH</sup></b>	<b>Men's Health Week</b>						
<b>23<sup>RD</sup></b>	<b>London Marathon (UK)</b> e.g. foods to eat to recover after exercise	<b>29<sup>TH</sup></b>	<b>World Digestive Health Day</b> e.g. foods that can support gut health							<b>29<sup>TH</sup></b>	<b>World Heart Day</b> e.g. heart-smart foods
<b>27<sup>TH</sup></b>	<b>Stop Food Waste</b> e.g ways to reduce food waste										

### My sample posts:

---



---



---



---



---



---



---



---

# MONTHLY SOCIAL MEDIA POSTS THAT MATTER

## 2023 CALENDAR DATES/EVENTS

OCTOBER	
1 <sup>ST</sup> -30 <sup>TH</sup>	<b>Black History Month (UK)</b>
1 <sup>ST</sup> -30 <sup>TH</sup>	<b>National Cholesterol Month (UK)</b> e.g foods that can help reduce cholesterol
1 <sup>ST</sup>	<b>World Vegetarian Day</b> e.g favourite veggie recipes
10 <sup>TH</sup>	<b>World Mental Health Day</b>
16 <sup>TH</sup>	<b>Diet and Food Day (FR)</b>
31 <sup>ST</sup>	<b>Halloween</b>



NOVEMBER	
1 <sup>ST</sup>	<b>World Vegan Day</b>
5 <sup>TH</sup>	<b>Bonfire Night (UK)</b>
14 <sup>TH</sup>	<b>World Diabetes Day</b>



DECEMBER	
25 <sup>TH</sup>	<b>Christmas Day</b>
31 <sup>ST</sup>	<b>New Year's Eve</b>



### My sample posts:

---

---

---

---

---

---

---

---

---

---

---

---

---






---

---

---

## HELPFUL SCHEDULING AND PLANNING TOOLS

Scheduling and planning tools are an effective way to help you save time. They all vary in usability and offer free and paid versions with varying functions. These apps allow you to easily upload posts and schedule content and create content and captions in bulk which is a great way to save time and create a visually pleasing feed.

- PREVIEW**  
 Allows scheduling, design, editing, and analysis of your Instagram business account. You can drag and drop your planned posts to see the aesthetic of your planned feed too!
 
- HOOTSUITE**  
 Scheduling, planning and performance review with other features.
 
- LATER**  
 A really easy interface to use both on desktop and mobile. You can import photos, see planned posts and save hashtags to save even more time.
 
- SCHEDUGRAM**  
 This app allows you to preview your feed and schedule posts and IG stories, with the option to pay to have additional hashtag features.
 
- PLANOLY**  
 This app is based on building the right Instagram aesthetics. It allows you to plan your feed, analyse your data.
 

Ultimately, these apps all do very similar things. It's best to try a couple out, see what functionality you get on best with and then evaluate if the paid versions would help you further. Test and learn!