



**Primate Media**  
Digital Marketing Agency



# PRIMATE MEDIA

Digital marketing agency

# CONTENT CALENDER

[www.primatemediazm.com](http://www.primatemediazm.com)



# CONTENT CALENDER

APRIL 2021

S	M	T	W	T	F	S
				1 April Fools Day	2 Good Friday	3 Holy Saturday
4 Easter Sunday	5 Easter Monday	6 ASK A QUESTION	7	8 PHOTOS & VIDEOS	9 GET PERSONAL	10 ASK A QUESTION
11	12 Promote yourself	13 INSPIRING QUOTE	14 BE THE EXPERT	15 Daily hushtag #throwbackthurs day	16 ASK A QUESTION	17 UPLIFTING
18	19 SHARE THE LOVE	20 Daily hushtag share video or photo	21 ASK A QUESTION	22 FAVORITE THINGS	23 BE THE EXPERT	24 INSPIRING QUOTE
25	26 ASK A QUESTION	27 GET PERSONAL	28 BE THE EXPERT	29 Promote yourself	30 SHARE THE LOVE	

## NOTES

- For for post ideas check for 100 post ideas



# CONTENT CALENDER

MAY 2021

S	M	T	W	T	F	S
30	31 BE THE EXPERT					1 Labour Day
2	3 INSPIRING QUOTE	4 PROMOTE YOURSELF	5 Daily hushtag share video or photo	6 PHOTOS & VIDEOS	7 GET PERSONAL	8 ASK A QUESTION
9 Mothers day	10 Promote yourself	11 FAVORITE THINGS	12 BE THE EXPERT	13 PROMOTE YOURSELF	14 ASK A QUESTION	15 GET TO KNOW YOUR CUSTOMERS DAY
16	17 SHARE THE LOVE	18 UPLIFTING	19 ASK A QUESTION	20 FAVORITE THINGS	21 INSPIRING QUOTE	22 TRENDING TOPICS Share a funny or viral video
23	24 Promote yourself	25 Africa Freedom day #africafreedom dau	26 BE THE EXPERT	27 ASK A QUESTION	28 PHOTOS & VIDEOS	29 Daily hushtag share video or photo

## NOTES

- For for post ideas check for 100 post ideas
- Leverage Mothers day for a giveaway



# CONTENT CALENDER

JUNE 2021

S	M	T	W	T	F	S
		1	2 PHOTOS & VIDEOS	3 BE THE EXPERT	4 ASK A QUESTION	5
6	7 PROMOTE YOURSELF	8 FAVORITE THINGS	9 INSPIRING QUOTE	10 PHOTOS & VIDEOS	11 GET PERSONAL	12 ASK A QUESTION
13	14 INSPIRING QUOTE	15 ASK A QUESTION	16 BE THE EXPERT	17 GET TO KNOW YOUR CUSTOMERS DAY	18 Promote yourself	19 GET PERSONAL
20 Fathers day #fathersday	21 SHARE THE LOVE	22 Daily hushtag share video or photo	23 ASK A QUESTION	24 FAVORITE THINGS	25 INSPIRING QUOTE	26 Daily Hushtag
27	28 BE THE EXPERT	29 GET PERSONAL	30 Promote yourself			

## NOTES

- For for post ideas check for 100 post ideas
- Leverage Fathers day to host a giveaway and grow your following

# Social Media Post Ideas

## UNIQUE PHOTOS & VIDEOS

1. Before and after
2. Get handsy
3. Unboxing video
4. Screenshot
5. Demo or screen capture
6. Friendly "selfie"
7. Caption request
8. Behind the scenes
9. Changeable letter sign
10. Sneak peek
11. Make a statement
12. Flat lay or styled image

## BE THE EXPERT

13. Industry article
14. Answer an FAQ
15. Ask me anything
16. What's working now
17. Featured expert
18. Award winner
19. How-to video
20. Live one-on-one coaching
21. Common mistakes
22. Industry fact
23. Infographic
24. Time-saving tip
25. Money-saving tip
26. Quick hack
27. Solve a problem

## ASK A QUESTION

28. Take a poll
29. Request feedback
30. Ask for predictions
31. This or that
32. Would you rather...
33. If you could...
34. What's your favorite...
35. Fill in the blank

## GET PERSONAL

36. Fun fact
37. Hobby or passion
38. Family time
39. Cute kids or pets
40. Explore your city
41. Book you're reading
42. Relaxation time
43. Bucket list
44. Challenge

## TIMELY TOPICS

45. Federal or religious holiday
46. National day / week / month
47. Special event
48. Industry news or update
49. Trending topic or news event
50. Viral video

## UPLIFTING

51. Inspirational quote
52. Origin story
53. Share a win
54. Overcome an obstacle
55. Motivating mantra
56. Helpful routines
57. Inspiring person
58. Spread joy
59. Balance tip

## FAVORITE THINGS

60. Favorite book
61. Favorite podcast
62. Favorite YouTube channel
63. Favorite online course
64. Favorite tool or resource
65. Favorite product or service
66. Favorite influencer
67. Favorite guilty pleasure

## DAILY HASHTAGS

68. #SundayFunday
69. #MotivationMonday
70. #TuesdayVibes
71. #WednesdayWisdom
72. #TBT (Throwback Thursday)
73. #FridayNight
74. #SaturdayMorning

## SHARE THE LOVE

75. Share gratitude
76. Fan photo
77. Cause you support
78. Interview a customer
79. Interview an expert
80. Allow a takeover
81. @Mention a follower
82. @Mention an influencer
83. Thank your followers

## PROMOTE YOURSELF

84. New content
85. Repurpose old content
86. Popular content
87. Free download or resource
88. New product or service
89. Popular product or service
90. Testimonial / case study
91. Promote your newsletter
92. Promote other social profiles
93. Run a contest / giveaway
94. Promote a sale
95. Follower-only flash sale
96. Promote a launch
97. Competitive advantage
98. Celebrate a milestone
99. Feature your team
100. Reintroduce yourself