



Beauty Industry Social Media Calendar (30 Days)

Week 1 – Education & Expertise

Day 1 – Intro/Welcome Post: “Who I Am & Why I Love Beauty” (your story & salon/brand intro)

Day 2 – Beauty Tip Tuesday: Share a quick, practical hair/skin/nail care tip

Day 3 – Behind-the-Chair Wednesday: Post a video of a transformation (before/after)

Day 4 – Product Spotlight: Showcase a product you sell or recommend

Day 5 – Fun Fact Friday: Share a surprising fact about hair/skin/beauty science

Day 6 – Client Testimonial Saturday: Share a review/story (with permission)

Day 7 – Self-Care Sunday: Encourage rest + promote a self-care ritual

Week 2 – Engagement & Interaction

Day 8 – Poll Monday: “Which style/product do you love more?” (Instagram/Facebook polls)

Day 9 – Tip Tuesday: 3 common mistakes in beauty care (and how to fix them)

Day 10 – Workshop Wednesday: Go live to demo a technique or answer FAQs

Day 11 – Throwback Thursday: Share your beauty journey (old vs. now)

Day 12 – Fun Friday: Post a trending beauty meme or sound

Day 13 – Small Biz Saturday: Promote gift cards, bundles, or specials

Day 14 – Sunday Reset: Post skincare/hair prep for the new week

Week 3 – Authority & Education

Day 15 – Myth-Busting Monday: Bust a common beauty myth

Day 16 – Tip Tuesday: Seasonal care tip (summer frizz, winter dryness, etc.)

Day 17 – “What’s in My Bag?” (favorite tools/products you use daily)

Day 18 – Tutorial Thursday: Short reel of a 1–2 min styling hack

Day 19 – FAQ Friday: Answer a client’s common question

Day 20 – Spotlight Saturday: Highlight a staff member or partner brand

Day 21 – Inspirational Sunday: Post an uplifting quote with brand colors

Week 4 – Conversion & Community

Day 22 – Motivation Monday: Share client progress or success story

Day 23 – Tip Tuesday: Nutrition/wellness tip that supports beauty health

Day 24 – Workshop Wednesday: Promote an upcoming class, webinar, or product

Day 25 – Thankful Thursday: Shout out your clients/followers for support

Day 26 – Fun Friday: “Guess the product/tool” game post

Day 27 – Spotlight Saturday: Feature a loyal client (with permission)

Day 28 – Self-Care Sunday: Promote scalp massage, hair mask, or skin ritual

Week 5 – Wrap-Up & Call-to-Action

Day 29 – Recap Monday: Highlight your month’s top posts or services

Day 30 – Big CTA Tuesday: Book your consultation, sign up for your course, or shop products