

30 Day Instagram Content Planner

Day 1	Day 2	Day 3	Day 4	Day 5
Motivational Post	Introduce myself or business Photo	Educational Post	3 facts about me/ business Photo	Inspirational post
Day b	Day 7	Day 8	Day 9	Day 10
Promotional Photo	Share a tip Post	Behind the scenes photo	Inspirational Post	Product/Service photo
Day 17	Day 12	Day 13	Day 14	Day 15
Educational Post	Introduce someone on your team photo	Ask a question Post	Promotional Photo	Inspirational Post
<i>M</i> 21	10 77	<i>M</i> 7.0	M 10	M 20
Day 16 Educational Post	Product/Service photo	Day 18 Gratitude Post	Share your workspace photo	Motivational Post
Day 21 Customer Testimonial Photo	Ask for an opinion Post	Day 23 Educational Post	Product/promo photo	Share a story through photo
Day 26 Inspirational Post	Re-introduce your business or self to new followers photo	Day 28 Educational Post	Product/Service Photo	Day 30 Motivational Post
	Tour Time			

Day 31

Educational Post

- Follow four main topics: Educational, Motivational, Relatable & Promotional.
- Post content that your ideal customer would want to see.
- Always post content that offers value.
- Ensure the aesthetic of your feed matches your business. e.g colours, fonts, etc.