








Instagram Story Calendar

LET’S GET YOU STARTED! HERE’S A WEEKLY INSTAGRAM STORY CALENDAR FOR INFLUENCERS INTERESTED IN GROWING THEIR FOLLOWING AND VENTURING INTO AFFILIATE MARKETING. EACH DAY INCLUDES A STORY TO BUILD PERSONAL CONNECTIONS AND ONE WITH A SUBTLE PROMOTIONAL FOCUS.

Jacqueline Rivera
ATHOMESWITHJACQUELINE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						
STORY	STORY	STORY	STORY	STORY	STORY	STORY
PERSONAL CONNECTION STORY Behind the Scenes of a Content Setup Visuals: Quick clips of arranging a design for a photoshoot or video. Hook: Ever wonder what goes into creating a single post?	PERSONAL CONNECTION STORY Favorite Design Trends for the Week Visuals: Showcase 2-3 trendy decor items. Hook: Do you think this is hot or not?	PERSONAL CONNECTION STORY Daily Life as a Home Design Influencer Visuals: Quick snapshots of your workspace, coffee, or planner. Hook: Ever wonder what a day in the life looks like?	PERSONAL CONNECTION STORY Quick Styling Tip Visuals: Share a quick tip (e.g., layering throws & pillows). Hook: Quick Styling Tip! Tap to learn the 5-second trick to elevate ANY space!	PERSONAL CONNECTION STORY Poll: Favorite Design Elements Visuals: Examples of popular design elements (e.g., colors or decor styles). Hook: Which one’s your vibe?	PERSONAL CONNECTION STORY Here’s My #1 Piece For Any Space Visuals: Reveal the item with a beautiful snapshot. Hook: Game-Changer Alert! Here’s my #1 piece for any space—shop it today!	PERSONAL CONNECTION STORY Sunday Reflections: Embracing Your Unique Style Visuals: Start with colors & textures that make you feel relaxed and happy. Hook: Creating a home that feels like YOU is an art. Reflect on what you truly love.
SALES-FOCUSED STORY Quick Tip on Building Engagement Visuals: Text overlay or short clip of you explaining a tip. Hook: Behind-the-scenes! Watch how I style this space.	SALES-FOCUSED STORY “Beginner’s Secret to Influencer Growth” Visuals: A teaser mentioning that more tips are coming in the link. Hook: Tap to reveal my top decor tip of the day!	SALES-FOCUSED STORY Highlight a Before & After Visuals: Before & After: Swipe to see the transformation. Hook: Want to see more of this space? Drop a ❤️ if YES!	SALES-FOCUSED STORY “Styled Essentials” Carousel Visuals: Simple snapshots or 5 second videos. Hook: Elevate Your Decor: Tap to shop my styling pick!	SALES-FOCUSED STORY Call to DM for Personalized Tips Visuals: Casual selfie with a call-to-action. Hook: Want specific tips? DM me your top questions!	SALES-FOCUSED STORY One Piece, Three Ways Styling Tip Visuals: Slider for viewers to rate their love for it. Hook: Tell me: What's one decor item you can't live without?	SALES-FOCUSED STORY Sunday Serenity: Cozy Corners Visuals: Add a soft blanket, a warm lamp, and a good book to make your retreat. Hook: Every home needs a cozy corner. Do you have one? (add link to shop)

TIPS ON VISUALS & HOOKS:

- 1. Behind-the-Scenes & Daily Life Stories:** These make you relatable. Use warm, inviting colors and natural light to convey authenticity. Make your followers feel like they're "in the room."
- 2. Client Success & Tips Stories:** Pair tips with quick, digestible text overlays. A countdown or "Tap to Shop" can subtly drive engagement.
- 3. Polls & Engagement Prompts:** Keep these interactive! Use tools like sliders and polls to make them fun and engaging.
- 4. Freebies & Teasers:** Create simple yet polished graphics. Use phrases like "Tap to Shop" or "Link in Bio" to keep it low-pressure but actionable.



This approach gives you a nice balance between connection-building and promotional content that feels casual yet impactful!