



SOCIAL MEDIA CONTENT PLANNER

Cheers to Transformation!

January 2026



Week One
January 1-3

3 Jan Spotlight Saturday: Showcase current project

Week Two
January 4-10

6 Jan Tip Tuesday: Creative storage solutions for Christmas decor

8 Jan Project Highlight: Before and After Showcase

10 Jan Community Spotlight: Post thanking clients for trusting A&E

Week Three
January 11-17

13 Jan Tip Tuesday: How to re caulk small spaces like bathroom counter tops for a cleaner look

15 Jan Behind the Build: Short reel of team hard at work

17 Jan Winter Warm Up: Post cozy interior pictures of competed projects (fireplaces, kitchens, living rooms).

Week Four
January 18-24

20 Jan Tip Tuesday: Three renovations that add the most value in 2026

22 Jan Thankful Thursday: Post client testimonial highlighting customer review

24 Jan Motivational Post: Transform your space, transform your life. This year make your home a reflection of the life you're building.

Week Five
January 25-31

27 Jan Tip Tuesday: Planning a remodel? Start with these three steps - budget, inspiration and consultation.

29 Jan Project Showcase: Post reel of multiple completed projects

31 Jan: Month wrap up! January was full of inspiration, progress, and gratitude. Heres to even more transformations ahead.



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Love Your Home Again

February 2026

Week One



3 Feb Tip Tuesday: Five Ways to Show Your Home Some Love This Month
(Seal drafts, check insulation, touch up paint)
5 Feb Thursday: Project Spotlight, before and after transformation of recent project
7 Feb Saturday: We Love Our Clients! Shutout a customer or appreciation post

Week Two



10 Feb Tip Tuesday: Three small upgrades that will make you love your home again
(fresh paint, new lighting, or a new pergola)
12 Feb Thursday: Happy Valentines Day from A&E!
(May your home be full of warmth, love and good memories)
14 Feb Saturday: Which Space would You Love to Transform Next?



Week Three



17 Feb Tip Tuesday: Check your Home's heartbeat (Maintenance tips before Spring)
19 Feb Thursday: The Power of Transformation (Feature a remodel clip)
21 Feb Saturday: Love Where you Live
(It's not just about building homes - its about creating spaces that feel like you)

Week Four



24 Feb Tip Tuesday: Three reasons to schedule a Spring Renovation Now
(Avoid contractor rush, prep before heat, maximize curb appeal)
26 Feb Thursday: Throwback Thursday (highlight a favorite transformation)
28 Feb Saturday: Ready to Love your home again?
(Now booking spring renovations, from roods to remodels, A&E is ready to transform your space).



SOCIAL MEDIA CONTENT PLANNER

Spring into Transformation

March 2026

Week One March 4-8 "Spring into Action"

3 Mar Tip Tuesday: Your Spring Home Maintenance Checklist (Clean Gutters, inspect roofing, pressure wash patios, check for winter damage)
5 Mar Thursday: Project Feature, show a bright, fresh transformation
7 Mar Saturday: Community Post "What project are you most excited to tackle this Spring"

Week Two March 11-15 "Love Where You Live"

10 Mar Tip Tuesday: Why Spring is the Best Time for Home Renovations
12 Mar Thursday: Before and After Reel (Showcase a wow-factor transformation)
14 Mar Saturday: Motivational Quote "Your home should tell the story of who you are"

Week Three March 18-22 "Go Green" Eco & Budget Friendly Week

17 Mar Tip Tuesday: Simple Ways to Make Your Home More Energy Efficient
19 Mar Thursday: Project Spotlight (Feature something energy-smart like roofing or insulation)
21 Mar Saturday: "Would you rather...add an outdoor kitchen or a cozy sunroom"

Week Four March 25-29 "Ready for Outdoor Living"

24 Mar Tip Tuesday: Three Ways to get your Backyard Ready for Spring **26 Mar Thursday: Outdoor Reel (Highlight a pergola, deck, or backyard transformation)** **28 Mar Saturday: Now booking Spring renovations-get your home ready for sunshine and family gatherings**



SOCIAL MEDIA CONTENT PLANNER

Spring into Transformation

April 2026

Week One

March 31-April 4

Week Two April
4-April 11

31 Mar Tip Tuesday: "April Showers Bring Leaky Roofs" (reminder on roof inspections)
2 April Thursday: Showcase a recent kitchen or bath remodel that feels light and fresh
4 April Saturday: Community Post "What's one space in your home you'd love to freshen up this spring?"
7 April Tip Tuesday: "Simple Spring Upgrades" - new paint, fixtures or cabinet refreshes
9 April Thursday: Before and After Reel (featuring a spring transformation that brightens the mood)
11 April Saturday: Motivational Quote "New season, new beginnings, same dream home"

Week Three April
12-April 18

14 April Tip Tuesday: "Why Curb Appeal Matters" - first impressions and exterior updates
16 April Thursday: Outdoor Living Feature - highlight pergolas and patios/summer hotsting
18 April Saturday: Poll "Which outdoor feature would you love the most" Outdoor kitchen, sunroom or firepit?

Week Four April
19-April 25

21 April Tip Tuesday: Eco-friendly upgrades - sustainable materials, efficient fixtures
23 April Thursday: Revisit a happy client's transformation story
25 April Saturday: Call to action "Book your spring project before out summer schedule fills up"

Week Five April
26-April 30

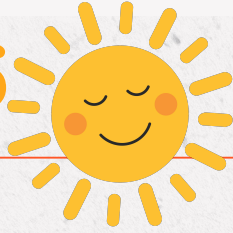
28 April Tip Tuesday: Before temps rise, give your outdoor space a quick check (power wash, inspect lighting)
30 April Thursday: Project feature "Ending April with one last transformation" 2 May Saturday: May is National BBQ month, highlight an outdoor kitchen



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May Makeovers

May 2026



Week One
May 3-9



5 May Seasonal Post: Cinco De Mayo

7 May Thursday: Project highlight 'May Makeover' reveal before and after reel

9 May Saturday: Ask followers "If you could remodel one room this month, what would it be?"

Week Two
May 10-16

12 May Tip Tuesday: '5 signs to replace your flooring'

14 May Thursday: Showcase a stunning kitchen or bath transformation with modern finishes.

16 May Saturday: Inspirational Quote "Your home is your story - make it beautiful"

Week Three
May 17-23

19 May Tip Tuesday: Small Changes, Big Impact - hardware swaps, paint refresh, lighting upgrades

21 May Thursday: Client Testimonial "Share a transformation journey"

23 May Saturday: Highlight decks, pergolas, and patios as the weather warms up

Week Four
May 24-30

26 May Tip Tuesday: Budget friendly upgrades for your exterior - shrubbery, lighting, power wash driveway

28 May Thursday: Feature a dramatic transformation (highlight craftsmanship)

30 May Saturday: Call to Action - Summer is here, contact us to book your renovation



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Summer Glow Up

June 2026

Week One June 1-6

- 2 Jun Tip Tuesday: Beat the Heat: 3 Ways to keep your house cool and efficient this summer.**
- 4 Jun Thursday: Before & After: Outdoor patio upgrade**
- 6 Jun Saturday: Community/Lifestyle Post: Summer Kickoff! Refresh your space inside and out**

Week Two June 7-13

- 9 Jun Tip Tuesday: Prepping Your Patio for Summer Parties, get your outdoor space guest-ready in no time!**
- 11 Jun Thursday: Throwback Thursday: Throwback to a dreamy outdoor makeover**
- 13 Jun Saturday: Engagement post "What's your summer renovation wish list? Kitchen, Outdoor Living, Bathroom, Flooring**

Week Three June 14-20

- 16 Jun Tip Tuesday: Deciding your best flooring fit: Easy to clean, durable options, perfect for pool days, pets, summer messes**
- 18 Jun Thursday: Project Highlight: Bathroom Glow-Up, because every space deserves a summer glow-up**
- 21 Jun Sunday: Fathers day Post**

Week Four June 21-27

- 23 Jun Tip Tuesday: Why Summer is the Perfect Time to Renovate**
 - 25 Jun Thursday: Before and After Reel: From Worn to Wow: Interior Transformation summer glow up**
 - 27 Jun Saturday: Client Appreciation: We're so thankful for our clients this summer!**
- Thank you for trusting A&E Total Transformations to transform your homes and your spaces**



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Summer Kick Off

July 2026

Week One/Two
July 1-11



2 Jul Thursday: Behind the Build: Showcase a patio project

4 Jul Saturday: Independence Day Post

7 Jul Tip Tuesday: Keep flooring clean and durable with proper care

9 Jul Thursday: Throwback Thursday - Highlight a past favorite remodel

10 Jul Friday: FAQ - Invite Questions about Remodeling

Week Three
July 12-18

14 Jul Tip Tuesday: Beat the Heat! Upgrade to energy efficient windows

16 Jul Thursday: Throwback Thursday - Showcase patios and pergolas

19 Jul Fun Friday: Tag someone who need an A&E transformation

Week Four
July 19-25

20 Jul: Motivational Monday: Don't wait to love your home again!

21 Jul Tip Tuesday: Check your roof and siding after summer storms

23 Jul Thursday: Throwback Thursday - Highlight an interior remodel

25 Jul Saturday: Client Testimonial - Share a happy customer review

Week Five
July 26-31

27 Jul Makeover Monday: Book your August Renovation Today!

28 Jul Tip Tuesday: Plan your fall remodel early!

30 Jul Thursday: Thankful Thursday, grateful for another great month

1 Aug Saturday: August is home maintenance month!



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Sizzling Summer August 2026

Week One August 2-8

- 4 Aug Tip Tuesday: Beat the Heat Home Tip (choosing lighter paint colors)**
- 6 Aug Throwback Thursday: Past project glow up**
- 8 Aug Saturday Showcase: Sneak peak into current project**

Week Two August 9-15

- 11 Aug Tip Tuesday: Outdoor living prep (protecting outdoor areas from sun damage)**
- 13 Aug Thankful Thursday: Grateful for our clients**
- 15 Aug Spotlight Saturday: Behind the scenes look at current projects**

Week Three August 16-22

- 18 Aug Tip Tuesday: Back to school home reset tips (add storage solutions like cubbies to entry ways)**
- 20 Aug Throwback Thursday: Before and after highlight**
- 22 Aug Satisfaction Saturday: Client Love (showcase happy client reviews/posts)**

Week Four August 23-29

- 25 Aug Tip Tuesday: Summer to fall maintenance tips (check for gaps in doors and windows and re caulk)**
- 27 Aug Thankful Thursday: Team and fellow contractor appreciation post**
- 29 Aug Saturday Style Drop: Showcase a recent design element (stone, marble, granite)**



SOCIAL MEDIA CONTENT PLANNER

Showcase September

September 2026

Week One September 1-5

- 1 Sep Tip Tuesday: Prep for fall weather (check roof and gutters)
- 2 Sep Throwback Thursday: Past transformation highlight
- 3 Sep Friday, Labor Day Weekend: Have a fun and safe labor day weekend post

Week Two September 6-12

- 8 Sep Tip Tuesday: Refresh your indoor air (swap out filters)
- 10 Sep Thankful Thursday: Seasonal Project (highlight something cozy for the holidays)
- 12 Sep Showcase Saturday: Fall Inspired Kitchen Glow Up

Week Three September 13-19

- 15 Sep Tip Tuesday: Seal up those drafts
- 17 Sep Thankful Thursday: Grateful for our clients
- 19 Sep Spotlight Saturday: Bathroom Refresh Reveal

Week Four/Five September 20-26 September 27-30

- 22 Sept Tip Tuesday: Fall maintenance = stress free holidays
- 24 Sep Throwback Thursday: Before and after highlight
- 26 Sep Saturday Sneak Peak: Project in Progress
- 29 Sep Tip Tuesday: Mini Fall Prep checklist



SOCIAL MEDIA CONTENT PLANNER

Boo-tiful Homes

October 2026



Week One
October 1-3
October 4-10

1 Oct Throwback Thursday: Outdoor Glow-Up
3 Oct Spooktakula Saturday: From Frightful to Delightful
6 Oct Tip Tuesday: Check your outdoor lighting
8 Oct Throwback Thursday: Before and After Magic
10 Oct Spooktakula Saturday: Don't let outdated fixtures haunt your home!

Week Two
October 11-17

13 Oct Tip Tuesday: Seal drafts before temps drop
15 Oct Throwback Thursday: Client Favorite (TBT to a project our clients still talk about)
17 Oct Spooktakula Saturday: No tricks just transformation, check out this treat of a makeover

Week Three
October 18-24

20 Oct Tip Tuesday: Book your holiday reservations early;
22 Oct Throwback Thursday: Team Highlight (a look back at the teams proudest moment)
24 Oct Spooktakula Saturday: Create a cozy space for chilly night


Week Four
October 25-31

27 Oct Tip Tuesday: Deep clean and reseal grout
29 Oct Throwback Thursday: Throwing it back to a warm and cozy makeover
31 Oct Happy Halloween Post



SOCIAL MEDIA CONTENT PLANNER

Thankful Transformations

November 2026



Week One
November 1-7

3 Nov Tip Tuesday: Kitchen Layout and Functionality Tips
5 Nov Thankful Transformation: Highlight Before and After Project
7 Nov Spotlight Saturday: Showcase current project

Week Two
November 8-14



11 Nov: Veterans Day Appreciation Post
12 Nov Thankful Transformation: Highlight Before and After Project
14 Nov Spotlight Saturday: Project Sneak Peak

Week Three
November 15-21

17 Nov Tip Tuesday: How to pick the right over and stove top for you
19 Nov Thankful Transformation: Highlight Before and After Project
21 Nov Spotlight Saturday: Show team hard at work on project

Week Four
November 22-28



24 Nov Tip Tuesday: Fun thanksgiving cooking/safety article
19 Nov Happy Thanksgiving!
29 Nov Small Business Saturday Post



SOCIAL MEDIA CONTENT PLANNER

Gift a Transformation! December 2026

Week One
December 1-5

Week Two
December 6-12

- 2 Dec Tip Tuesday: East DIY home upgrades to get your home ready for the holidays
- 3 Dec Throwback Thursday: Highlight Previous Project
- 5 Dec Spotlight Saturday: Showcase current project
- 8 Dec Tip Tuesday: Selecting different lighting and brightness
- 10 Dec Thankful Transformation: Highlight Before and After Project
- 12 Dec Spotlight Saturday: Project Sneak Peak

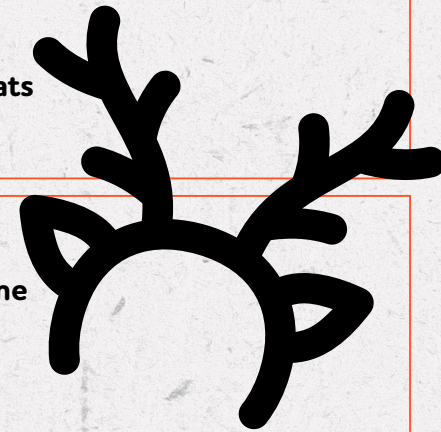


Week Three
December 13-19

- 15 Dec Tip Tuesday: How to re caulk small spaces like bathroom counter tops
- 18 Dec Thankful Transformation: Highlight Before and After Project
- 19 Dec Spotlight Saturday: Show team hard at work on project wearing Santa, reindeer hats

Week Four
December 20-26

- 22 Dec Tip Tuesday: What to consider when adding a new fireplace to your home
- 24 Dec: Christmas Eve Post
- 25 Dec: Christmas Day Post



Week Five
December 27-31

- 29 Dec Tip Tuesday: Cheers to the new years! Simple ways to declutter your entry way.
- 31 Dec: Happy New Years Post! Include year end review of completed projects.