

CONTENT IDEAS - CALENDARS

July

SUN	MON	TUE	WED	THU	FRI	SAT
01 Post an update on upcoming July Fourth holiday hours / being closed (if applicable) / events	02 Share a healthy snack or meal recipe ...you may not offer any food-related services at your studio, but this type of content ties into the lifestyle you're promoting for your community - a good share for the upcoming holiday	03 Tuesday Tip Give your audience a tip for healthier/balanced living, mindset, or nutrition.	04 "Happy July Fourth" post indicate any special hours, classes, or closing	05 Post Weekly Challenge Email Boost Post	06 Share your branded/studio-specific hashtag and share on your social profiles encouraging people to tag photos at your studio with that hashtag.	07 Spur your audience to engage by asking a question - it can be about something specific to your studio or something related to living a healthy lifestyle.
08 Tools of the Trade Highlight gear or product you love (bonus points if it's available for purchase in your studio)	09 Facebook/Instagram Live Host a Virtual "Drop-In" Class where someone can follow along from home (give someone a taste of what your classes are like)	10 Member Highlight Give one of your superstar members a shout out celebrating a milestone, their progress or story.	11 Post About Your Intro Offer	12 Community Connection Give a social media shoutout to a community partner (local smoothie/ healthy eats cafe, doctors office, spa, etc.)...this helps expand your reach and exposure	13 Feel Good Friday Share a song, habit, mantra...whatever is making you feel great lately/today.	14 Share an article that ties together an element of your paradigm and an interest/concern/curiosity of your audience.
15 PLANNING DAY Don't worry about posting today. Instead, get the next 3 weeks of content mapped out and scheduled!	16 Bust a Move Demo a common move used in your movement modality and showcase proper form and give a tip (great for video content).	17 Ask a Question / Create a Poll Get your audience to engage by asking a question that speaks to their needs, goals, or lifestyle...aim for the question to help you gain insight into your audience's needs and desires	18 Post Weekly Challenge Email - Boost Post	19 Social Campaign/Lead Generation Idea Run a Giveaway or Announce an Upcoming Summer Challenge	20 Follow Friday Give a social media shoutout to a community partner (local smoothie/ healthy eats cafe, doctors office, spa, etc.)...this helps expand your reach and exposure...these posts can be for people you've created partnership relationships with, or a good way to get on the radar of a business you'd like to eventually partner with	21 Give a shout-out to your weekend warriors (share an image from a weekend class)
22 Post a Client Testimonial (video testimonials are great if you can get them...then boost the post!)	23 Facebook Live Mythbuster Monday - bust a common myth about your paradigm or industry	24 Repost user-generated content from post other have used with your branded hashtag.	25 Post Weekly Challenge Email - Boost Post	26 Throwback Thursday Throwback to when you first started teaching, to your studio opening (great if your studio	27 Meet The Team Introduce Yourself or One of Your Instructors - Share what classes they teach, why they love their work, and some personal fun facts	28 Share a behind-the-scenes peek into your studio prepping for a class, teacher training, staff meeting
29 Self-Care Sunday Give a tip for audience related to self-care	30 Meme Monday Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	31 National Avocado Day share a healthy recipe with avocado's as the star, share why avacados fit into a healthy diet				