

MONTHLY SOCIAL MEDIA POSTS THAT MATTER

2022 CALENDAR DATES/EVENTS

JANUARY

New Year's Day

(1st Jan 2022)
e.g. How to kick start your health for the new year

Veganuary

(1st – 31st Jan 2022)
e.g. plant-based recipes

Dry January

(1st – 31st Jan 2022)

Blue Monday

(17th Jan 2022)
e.g. your favourite comfort foods



FEBRUARY

Chinese New Year

(1st Feb 2022)

Time to Talk Day (UK)

(3rd Feb 2022)

Winter Olympics

(4th – 20th Feb 2022)

Valentine's Day

(14th Feb 2022)
e.g. Foods you love

National Almond Day

(16th Feb 2022)
e.g. the nutritional benefits of almonds

Random Acts of Kindness Day

(17th Feb 2022)

Six Nations starts

(22nd Feb 2022)

MARCH

Shrove Tuesday (UK)

(1st Mar 2022)
e.g. favourite pancake toppings



World Salt Awareness Week

(7th – 12th Mar 2022)
e.g. ways to reduce salt in your diet

International Women's Day

(8th Mar 2022)

World Sleep Day

(18th Mar 2022)

First Day of Spring

(20th Mar 2022)

PRO TIPS TO BEAT THE ALGORITHM:

- ☐ **POST QUALITY CONTENT REGULARLY**
Consistency is key – create daily content, if you can, that is relevant to your niche and engaging.
- ☐ **BE ACTIVE IN SOME WAY EVERY DAY**
Use a variety of content to allow your followers to get to know you and your work! Try a combination of videos, posts, lives and IGTV!
- ☐ **PRO TIP: CREATE CONTENT THAT YOU THINK WILL BE SHARED**
This will send you up the pecking order in the algorithm. Infographics are great for this and knowing what your audience wants to read is also helpful. Check out the insights section of your page to see how your post is performing.
- ☐ **PRO TIP: ENCOURAGE ENGAGEMENT IN YOUR POSTS**
Write engaging captions, ask questions and be personable! Asking questions will encourage people to comment, so make sure you reply to all and create a relaxed environment.
- ☐ **POST DURING PEAK HOURS**
If you have a business account (you can swap to one in your settings), you will be able to view what day and time of day most of your audience is online, and are more likely to engage with your content.
- ☐ **USING HASHTAGS**
Use a combination of niche and broader hashtags, but not too many! 30 is the maximum. Different accounts work with different hashtag strategies. People can search for content via hashtags so it's important any hashtags used are relevant, to allow more people to find your content. You can use the hashtag search on Instagram to help you see which hashtags are popular, to help build your list!

My sample posts:

* For Twitter, the most effective posts have 2-3 hashtags.



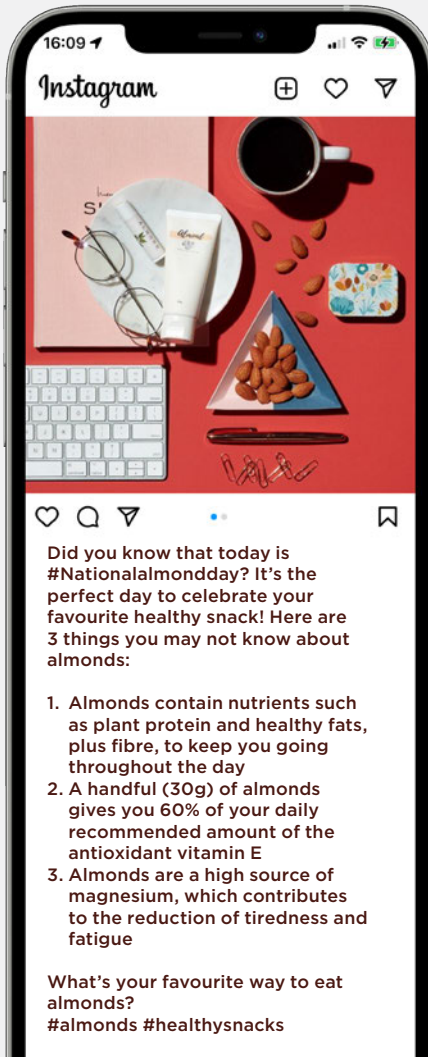
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BEST IN CLASS SOCIAL POSTS

National Almond Day

(16th Feb 2022)

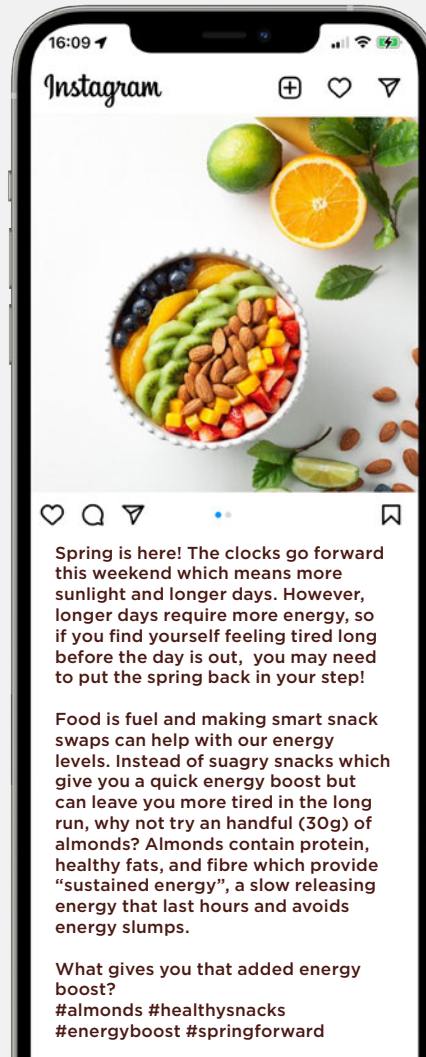
e.g. the nutritional benefits of almonds



First Day of Spring

(20th Mar 2022)

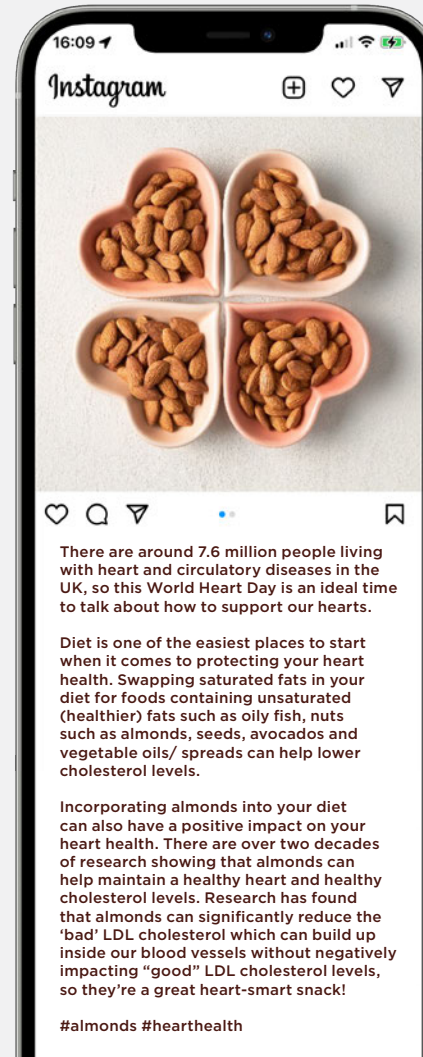
e.g. heart-smart foods



World Heart Day

(29th Sept 2022)

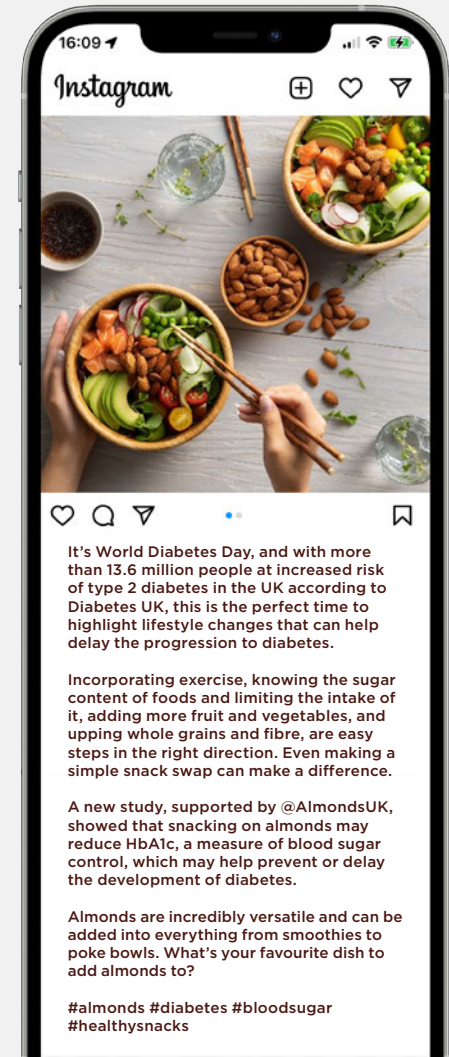
e.g. heart-smart foods



World Diabetes Day






(14th Nov 2022)

e.g. heart-smart foods



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2022 CALENDAR DATES/EVENTS

| APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER |
|--|--|---|--|---|---|
| Stress Awareness Month (1st – 29th Apr 2022) | World Fairtrade Day (8th May 2022) | Pride Month (1st – 29th June 2022) | Tour de France (1st – 24th Jul 2022) | US Open (29th Aug – 11th Sept 2022) | Organic September (1st – 29th Sept 2022) |
| World Sport Day (IT) (6th Apr 2022) | French Open (16th May – 5th June 2022) | Diabetes Awareness Week (UK) (14th – 19th June 2022) | Women's Euro 2022 (6th – 31st July 2022) |  |  |
| World Health Day (7th Apr 2022) | World Hunger Day (28th May 2022) | Men's Health Week (15th – 20th June 2022) | Commonwealth Games (28th July – 8th Aug 2022) | | World Suicide Prevention Day (10th Sept 2022) |
| Easter Sunday (17th Apr 2022) |  | International Yoga Day (21st June 2022) |  | | Autumn Equinox (22nd Sept 2022) |
| London Marathon (UK) (26th Apr 2022) | | Wimbledon (27th June – 10th Jul 2022) | | | World Heart Day (29th Sept 2022) e.g. heart-smart foods |
| Stop Food Waste Day (28th Apr 2022) e.g. ways to use up food scraps | World Digestive Health Day (29th May 2022) e.g. foods that can support gut health |  | | | |

My sample posts:

MONTHLY SOCIAL MEDIA POSTS THAT MATTER

2022 CALENDAR DATES/EVENTS

OCTOBER

Black History Month (UK)
(1st – 30th Oct 2022)

National Cholesterol Month (UK)
(1st – 30th Oct 2022)

World Vegetarian Day
(1st Oct 2022)
e.g. favourite veggie recipes

World Mental Health Day
(10th Oct 2022)

World Obesity Day
(11th Oct 2022)

World Food Day
(16th Oct 2022)

Halloween
(31st Oct 2022)

NOVEMBER

World Vegan Day
(1st Nov 2022)



Bonfire Night (UK)
(5th Nov 2022)
e.g. comfort food recipes

World Diabetes Day
(14th Nov 2022)

World Cup
(21st Nov - 18th Dec 2022)

DECEMBER

Christmas Day
(25th Dec 2021)

New Year's Eve
(31st Dec 2021)



My sample posts:

HELPFUL SCHEDULING AND PLANNING TOOLS

Scheduling and planning tools are an effective way to help you save time. They all vary in usability, what their free version offers, and have varying paid versions that unlock different functions. These apps allow you to easily upload posts, schedule content to be posted automatically, as well as giving the option for bulk creation of content. Bulk creation of content and captions is a great way to save time and create a visually pleasing feed whilst still allowing social media to be enjoyable and not a drag!



PREVIEW

Allows scheduling, design, editing, and analysis of your Instagram business account. You can drag and drop your planned posts to see the aesthetic of your planned feed, too!



HOOTSUITE

Scheduling, planning and performance review with other features.



LATER

A really easy interface to use both on desktop and mobile. You can import photos, see planned posts and save hashtags to save even more time.



SCHEDUGRAM

This app allows you to preview your feed and schedule posts and IG stories, with the option to pay to have additional hashtag features.



PLANOLY

This app is based on building the right Instagram aesthetics. It allows you to plan your feed, analyse your data, and helps you to organise your feed.



Ultimately, these apps all do very similar things. It's best to try a couple out, see what functionality you get on best with and then evaluate if the paid versions would help you further. Test and learn!

