

# **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



My sample posts:

## 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)

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!

# **BEST IN CLASS SOCIAL POSTS**

### National Almond Day (16th Feb 2022)

e.g. the nutritional benefits of almonds



♥ Q ♥ •• Did you know that today is

#Nationalalmondday? It's the perfect day to celebrate your favourite healthy snack! Here are 3 things you may not know about almonds:

- Almonds contain nutrients such as plant protein and healthy fats, plus fibre, to keep you going throughout the day
- 2. A handful (30g) of almonds gives you 60% of your daily recommended amount of the antioxidant vitamin E
- Almonds are a high source of magnesium, which contributes to the reduction of tiredness and fatigue

What's your favourite way to eat almonds? #almonds #healthysnacks First Day of Spring (20th Mar 2022)



spring is here. The clocks go forward this weekend which means more sunlight and longer days. However, longer days require more energy, so if you find yourself feeling tired long before the day is out, you may need to put the spring back in your step!

Food is fuel and making smart snack swaps can help with our energy levels. Instead of suagry snacks which give you a quick energy boost but can leave you more tired in the long run, why not try an handful (30g) of almonds? Almonds contain protein, healthy fats, and fibre which provide "sustained energy", a slow releasing energy that last hours and avoids energy slumps.

What gives you that added energy boost? #almonds #healthysnacks

#energyboost #springforward

**World Heart Day** (29th Sept 2022) e.g. heart-smart foods



There are around 7.6 million people living with heart and circulatory diseases in the UK, so this World Heart Day is an ideal time to talk about how to support our hearts.

Diet is one of the easiest places to start when it comes to protecting your heart health. Swapping saturated fats in your diet for foods containing unsaturated (healthier) fats such as oily fish, nuts such as almonds, seeds, avocados and vegetable oils/ spreads can help lower cholesterol levels.

Incorporating almonds into your diet can also have a positive impact on your heart health. There are over two decades of research showing that almonds can help maintain a healthy heart and healthy cholesterol levels. Research has found that almonds can significantly reduce the 'bad' LDL cholesterol which can build up inside our blood vessels without negatively impacting "good" LDL cholesterol levels, so they're a great heart-smart snack!

#almonds #hearthealth

World Diabetes Day (14th Nov 2022)

almonds



It's World Diabetes Day, and with more than 13.6 million people at increased risk of type 2 diabetes in the UK according to Diabetes UK, this is the perfect time to highlight lifestyle changes that can help delay the progression to diabetes.

Incorporating exercise, knowing the sugar content of foods and limiting the intake of it, adding more fruit and vegetables, and upping whole grains and fibre, are easy steps in the right direction. Even making a simple snack swap can make a difference.

A new study, supported by @AlmondsUK, showed that snacking on almonds may reduce HbAlc, a measure of blood sugar control, which may help prevent or delay the development of diabetes.

Almonds are incredibly versatile and can be added into everything from smoothies to poke bowls. What's your favourite dish to add almonds to?

#almonds #diabetes #bloodsugar #healthysnacks

# THE ACADEMY

almonds | THE ACADEMY

# **2022 CALENDAR DATES/EVENTS**

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

My sample posts:

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# **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)



**Christmas Day** (25th Dec 2021)

New Year's Eve (31st Dec 2021)



## My sample posts:

### 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

### 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!

**HELPFUL SCHEDULING AND** 

Scheduling and planning tools are an effective way to help you save

time. They all vary in usability, what their free version offers, and

time and create a visually pleasing feed whilst still allowing social

**PLANNING TOOLS** 

media to be enjoyable and not a drag!

Preview

## ΗΟΟΤSUITE

Scheduling, planning and performance review with other features.

Hootsuite

## 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.

# Later

### 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.

# ScheduGram

PLANOLY

### 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!

