### **2023 CALENDAR DATES/EVENTS**



### My sample posts:

### 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. <sup>\*</sup>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**

### California almonds THE ACADEMY

### National Almond Day

(16th Feb 2023) e.g. the nutritional benefits of almonds



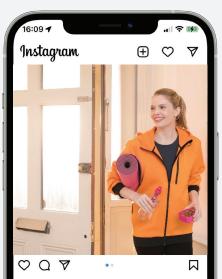
### 

Did you know that today is #almondday? 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

## **Stress Awareness Month:** (1st - 30th April 2023)



There's no doubt that stress is something we all deal with on a regular basis, and with April being Stress Awareness Month, there's no better time to talk about ways to help tackle it.

Including healthy habits such as meditation or exercise into your daily routine are popular techniques but we often forget that what we eat can also impact stress. Eating a balanced diet rich in fruit, vegetables

and wholegrains can ensure you're getting an array of nutrients to help resilience to stress. But did you know certain foods can help with how your body responds to stress?

A study, supported by @AlmondsUK, found that almonds may be able to help support the heart in responding to mental stress. Those who ate almonds in place of typical snacks had higher measures of HRV or heart rate variation, which is an important indicator of how the cardiovascular system is responding to stress.

What are some of the ways that you deal with

#stressawarenessmonth #healthyeating #almonds

stress?

World Digestive Health Day: (29th May 2023)



Did you know that your gut is home to trillions of bacteria?

It's World Digestive Health Day today which is the perfect time to learn how to look after your gut health. Food is our gut's main source of fuel, so eating a balanced, diverse diet is key to keeping it happy.

Fibre is crucial to supporting healthy gut activity yet only 8% of adults actually hit the recommended daily 30g target. It's much easier to up your intake than you may realise with things like wholegrains, fruit and veg and nuts all helping. In fact, just adding a 30g handful of almonds to your day would give you an extra 4g of fibre.

Fibre isn't the only way almonds can support your gut either.. New research found that eating almonds could increase butyrate, a byproduct of your gut microbiota, which has been connected to several health benefits including improving sleep quality and fighting inflammation.

#almonds #guthealth #healthygut #happygut

### World Diabetes Day (14th Nov 2023)



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 HbA1c, 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

### California almonds THE ACADEMY

### **2023 CALENDAR DATES/EVENTS**

APRIL		MAY		JUNE		JULY		AUGUST	SEPTEMBER	
		13"	World Fairtrade Day	<b>1</b> <sup>₅</sup> -29 <sup>™</sup>	Pride Month	1 <sup>st</sup> -23 <sup>rd</sup>	Tour de France		<b>1⁵-29</b> <sup>™</sup>	Organic September
		<b>15</b> <sup>™</sup> -21 <sup>∞</sup>	Mental Health	<b>12"-16</b> "	British Nutrition Foundation	3	Wimbledon starts		<b>10</b> <sup>™</sup>	World Suicide Prevention Day
<b>1</b> <sup>-30</sup>	Stress Awareness Month		Awareness Week		Healthy Eating Week (UK)	3	100		<b>22</b> "	Autumn Equinox
7*	World Health Day	<b>19</b> ™	World Inflammatory Bowel Disease Day	12"-18"	Diabetes Awareness					
<b>9</b> ™	Easter Sunday				Week (UK)			aman (1)	a a	
<b>23</b> °	<ul> <li>London Marathon (UK) e.g. foods to eat to recover after exercise</li> <li>Stop Food Waste e.g ways to reduce food waste</li> </ul>	<b>28</b> "	World Hunger Day	<b>12"-18</b> "	Men's Health Week		- City			
		<b>29</b> <sup>™</sup>	World Digestive Health Day e.g. foods that can support gut health							
<b>27</b> <sup>∗</sup>								US Open starts	<b>29</b> <sup>™</sup>	World Heart Day e.g. heart-smart foods

My sample posts:

### **2023 CALENDAR DATES/EVENTS**



### THE ACADEMY

### **OCTOBER**

(UK)

Month (UK)

cholesterol

World

e.g foods that can help reduce

**Vegetarian Day** 

e.g favourite

veggie recipes

World Mental

**Health Dav** 

Diet and Food Day (FR)

Halloween

**Black History Month** 

### **NOVEMBER**



World Vegan Day

**Bonfire Night (UK)** 

World **Diabetes Dav** 



DECEMBER

**Christmas Day** 

25

### 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 and offer free and paid versions with varying functions. These apps allow you to easily upload posts and schedule content and create content and captions in bulk which is a great way to save time and create a visually pleasing feed.

### 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!

### Preview

Hootsuite

Later

### 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.

## 10

ScheduGram

### PLANOLY

PLANOLY

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

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!

