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2023 Content Calendar and Planner



Find your tone of voice

Establish guidelines

Note what should and shouldn't be posted on social media. This will help with any new comers to the business or jog the memory of those who work on it daily

Copy

Words, phrases and topics to incorporate



Media

Things to include in images or video



Emojis

Emojis that are okay to use



Copy

Words, phrases and topics NOT to incorporate



Media

Things NOT to include in images or video



Emojis

Emojis that are NOT okay to use

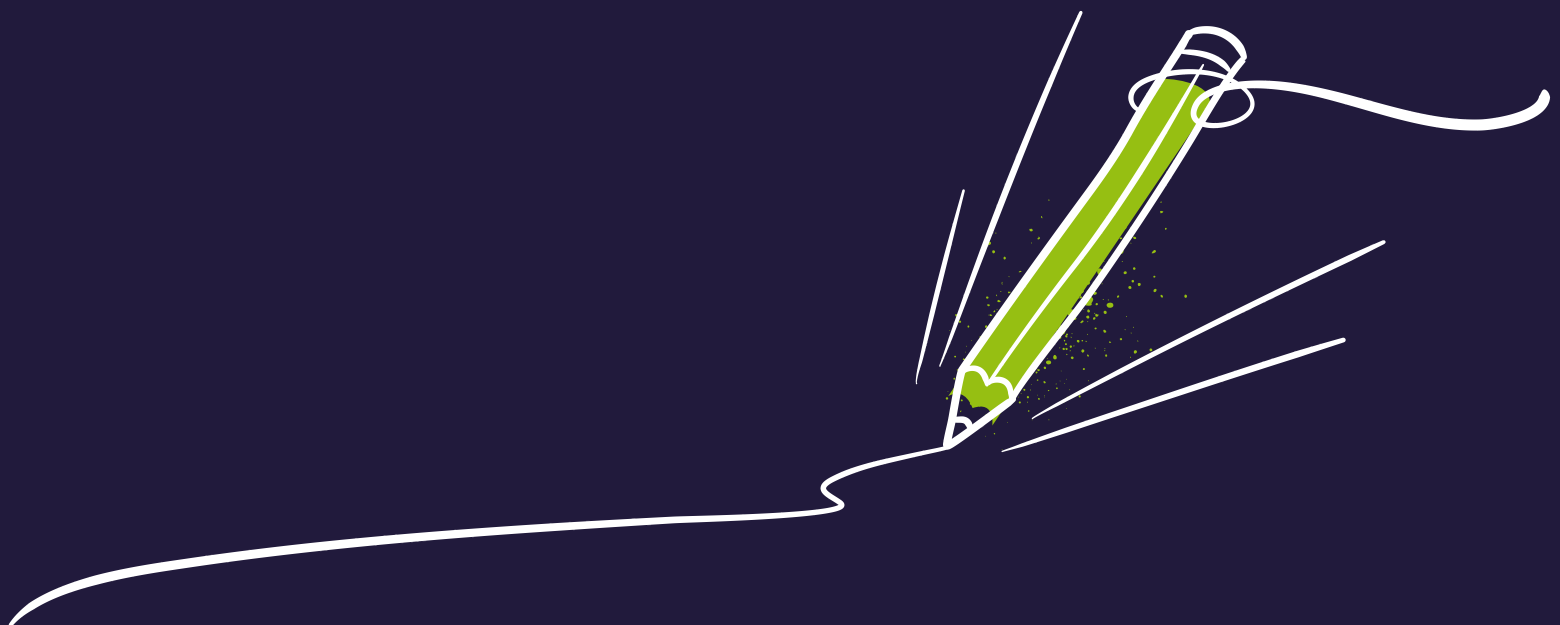


Creative content ideas

Here are some content ideas of what to post if you are stuck or have a creative block. Use the space to add your own thoughts.

FAQ 	Retweet 	Pro-tip 	Retweet with comment 
Motivation Monday 	Key piece of content 	Gif 	Statistic 
Twitter Poll 	Ask a question 	Wednesday Wisdom 	Successful past tweet 
Positive brand news 	UGC 	Video 	Go Live! 
Behind the scenes pic 	Meme 	Shoutout 	One Liner 

Monthly Planning



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JAN '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

JAN '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1 New Years Day
2 New Years Bank Holiday	3	4	5	6	7	8
9	10	11	12	13	14	15
16 Brew Monday	17	18 Winne the Pooh Day	19	20	21	22
23	24	25 Burns Night	26	27	28	29
30	31					

Monthly: Veganuary 2023 | Dry January

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JAN '23

Reflect

What worked



What didn't work so well



FEB '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

FEB '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday

Tuesday

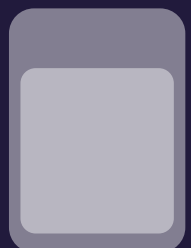
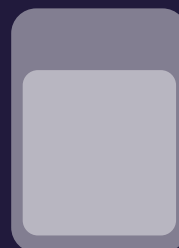
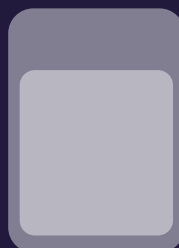
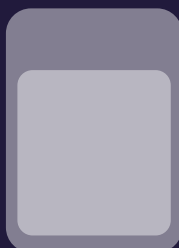
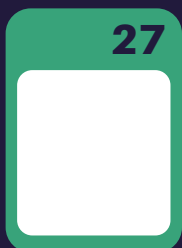
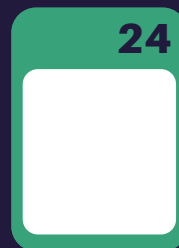
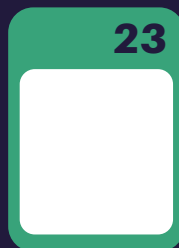
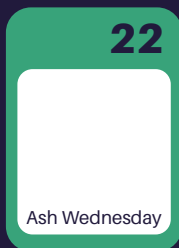
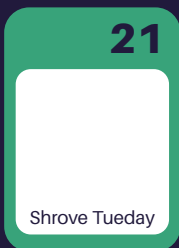
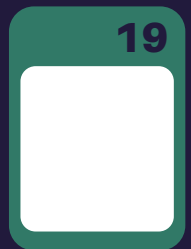
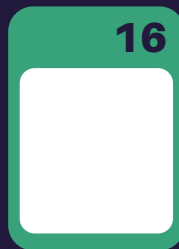
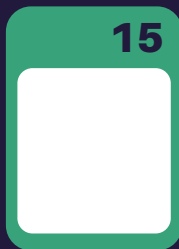
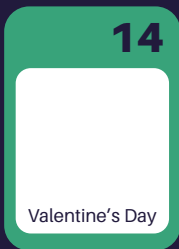
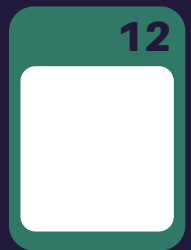
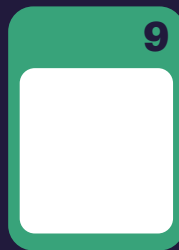
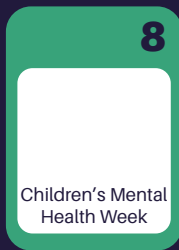
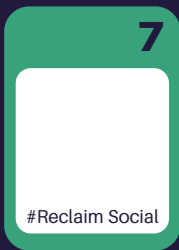
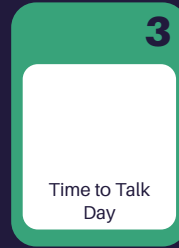
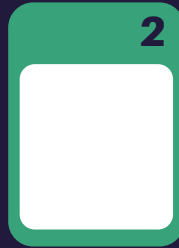
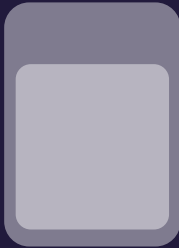
Wednesday

Thursday

Friday

Saturday

Sunday



Monthly: LGBT+ History Month

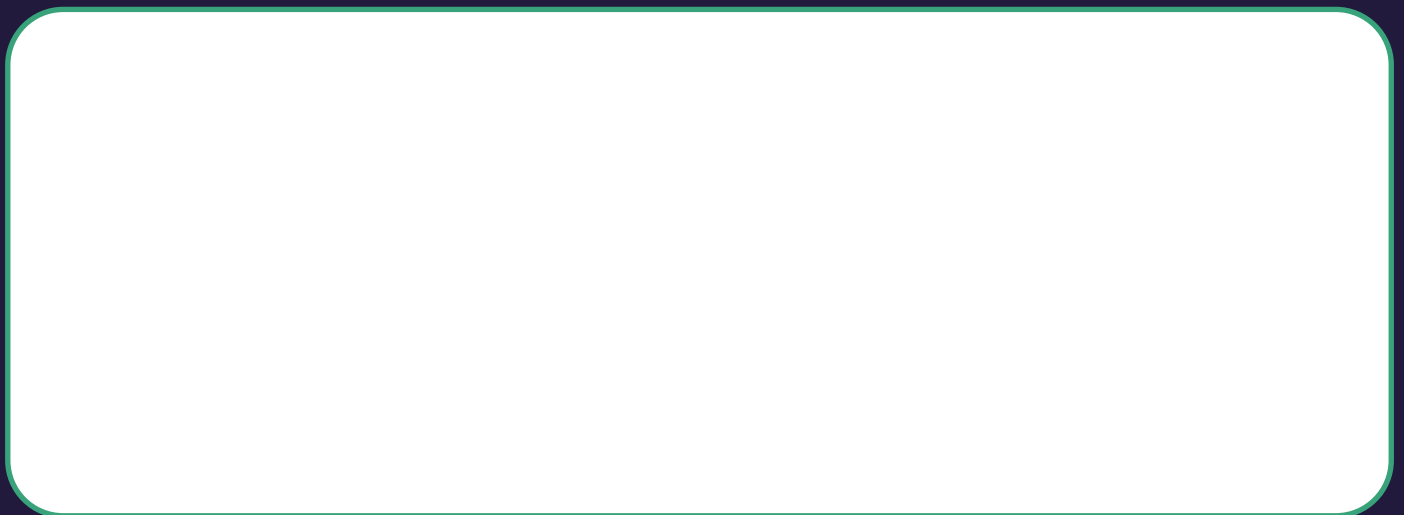
FEB '23

Reflect

What worked



What didn't work so well



MAR '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

MAR '23 Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1 St David's Day	2	3	4	5
6	7 National Careers Week	8	9 National No Smoking Day	10	11	12
13 Crufts	14	15	16	17 St Patrick's Day	18 Comic Relief, Red Nose Day	19 Mothers Day
20	21	22	23 National Day of Reflection	24	25 Wear a Hat Day, The Great British Spring Clean	26 Purple Day
27	28	29	30	31		

Monthly: Brain Tumor Awareness | Marie Curie Great Daffodil Appeal
Walk All Over Cancer | Endo the Night
Ovarian Cancer Awareness | 100 Miles in March for Mind

MAR '23

Reflect

What worked



What didn't work so well



APR '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

APR '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 April Fools Day	2
3	4	5	6	7 Good Friday	8 Pyjamas for PanCan	9 Easter Sunday
10 Easter Monday	11	12	13	14	15	16
17	18	19	20	21	22 Earth Day	23 St George's Day
24	25	26	27	28	29	30

Monthly: Bowel Cancer Awareness Month | Stress Awareness month
Step Up For 30 for Bowel Cancer | National Pet Month

APR '23

Reflect

What worked



What didn't work so well



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MAY '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

MAY '23

Organic content

Plan your organic content and engagement for the month ahead.


Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Early May Bank Holiday, Time for a Cuppa	2	3	4 Firefighters' Memorial Day	5	6	7 National Doughnut Week
8 Coronation of King Charles III	9	10	11	12	13	14
15 National Children Walk to School Week	16	17	18	19	20	21
22	23	24	25	26	27 National Fish & Chip Day	28
29 Spring Bank Holiday	30	31				

Monthly: Local And Community History Month | Big Asthma Bake Sale
National Share A Story Month | National Walking Month
Make May Purple /Action On Stroke Month

MAY '23

Reflect

What worked



What didn't work so well



JUN '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

JUN '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2 The Big Jubilee Lunch	3	4
5 Thank You Day	6 Bike Week	7	8	9	10	11 March for Men
12	13	14	15 National Beer Day	16 National Clean Air Day	17	18 Father's Day
19	20	21	22	23 National Writing Day	24	25
26	27 National Bingo Day	28	29	30		

Monthly: SANDS (Stillbirth and neonatal death charity) Awareness
National Age Without Apology Month
National Candy Month

JUN '23

Reflect

What worked



What didn't work so well



JUL '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

JUL '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 Wallace & Gromit's Wrong Trousers Day	2
3	4 National BBQ Week	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 24/7 Samaritans Awareness Day, The Big Listen	25	26	27	28	29	30
31						

Monthly: Plastic Free July | Good Care Month
Talk to Us | National Picnic Month

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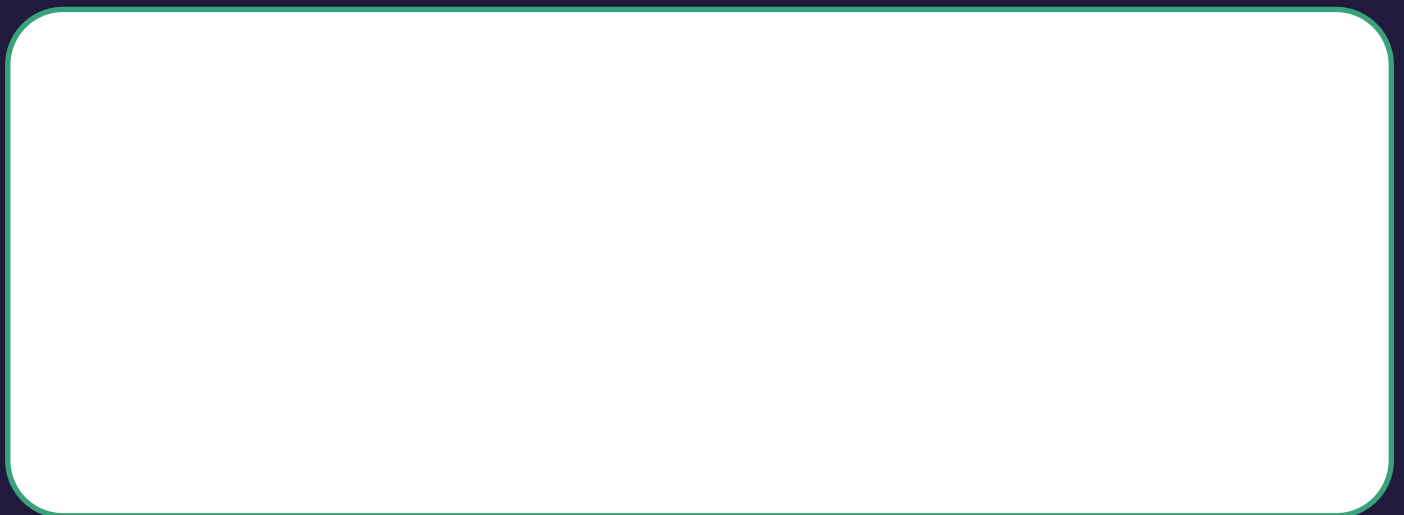
JUL '23

Reflect

What worked



What didn't work so well



AUG '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

AUG '23 Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Yorkshire Day	2	3	4 Cycle to Work Day	5	6
7 Summer Bank Holiday	8	9	10 Afternoon Tea Week	11	12	13
14	15	16	17	18	19	20
21	22	23	24 National Plum Day	25	26	27
28 Summer Bank Holiday	29	30	31			

Monthly: National Road Victim Month

AUG '23

Reflect

What worked



What didn't work so well



SEP '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

SEP '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2 National Doodle Day	3
4	5	6	7	8	9	10
11	12	13 Roald Dahl Story Day	14	15	16 National Teaching Assistant Day	17
18	19 Young Mental Health Day, National Coding Week	20	21 Recycle Week	22	23	24 Shine Night Walk London
25	26	27	28	29	30	

Monthly: Childhood Cancer Awareness Month / A Month of Movement
Organic September | Secondhand September
World Alzheimer's Month

SEP '23

Reflect

What worked



What didn't work so well



OCT '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

OCT '23 Organic content

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4 No Disposable Cup Day	5	6 National Poetry Day	7	8
9	10 National Work Life Week	11	12	13	14 National Baking Week	15
16	17 Chocolate Week	18	19	20	21 Wear it Pink	22
23	24	25	26	27 National Black Cat Day	28	29
30	31 Halloween					


Monthly: Black History Month | Breast Cancer Awareness
Go Sober for October

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OCT '23

Reflect

What worked



What didn't work so well



NOV '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

NOV '23 **Organic content**

Plan your organic content and engagement for the month ahead.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1 World Vegan Day	2 Purple Tuesday	3 National Sandwich Day	4	5 Guy Fawkes Night
6 National Stress Awareness Day	7	8	9	10	11 Remembrance Day	12
13 Blue Wednesday	14	15	16	17	18	19
20	21	22	23	24	25 White Ribbon Day	26
27	28	29	30 St Andrews Day			

Monthly: Movember | Pancreatic Cancer Awareness Month

NOV '23

Reflect

What worked



What didn't work so well



DEC '23

Monthly goals

Monthly focus

Goals

What to remember this month

PR	
Events	
Anniversaries	
Activities	
Internal celebrations	
Client visits	
Business milestones	
Other	

DEC '23

Organic content

Plan your organic content and engagement for the month ahead.

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

1

Tree Dressing Day

2

3

4

5

6

7

8

Christmas Jumper Day

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

Christmas Eve

25

Christmas Day

26

Boxing Day

27

28

29

30

31

New Year's Eve

DEC '23

Reflect

What worked



What didn't work so well

