

# Your Lead Kit

A Complete Monthly Plan —  
Topics, Formats, and Caption Direction

# 30-Day Social Media Content Calendar

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# How to Use This Calendar

**Step 1:**  
Fill in your month details below.

**Step 2:**  
Plan your 12 posts in the week grids — three per week, four weeks.

**Step 3:**  
Use the Caption Starters Bank to write or brief your copy.

**Step 4:**  
Schedule all 12 posts in one sitting using the Social Planner in Your Lead Kit.

# 30-Day Social Media Content Calendar

## 1 STEP 1 — Set Up Your Month

Month/Year:	Campaign theme:
Platforms: <input type="checkbox"/> Instagram <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input type="checkbox"/> GMB	Main CTA this month:

## 2 STEP 2 — The Five Content Types

TYPE	WHAT IT IS	EXAMPLE IDEAS
Work & Results	Photos/videos from real jobs. Before-and-afters. Finished projects.	Transformation photo, video walkthrough, completed installation
Educational	Helpful tips, advice, FAQs, and how-tos relevant to your audience.	'3 things to check before...' / FAQ answer / myth-busting post
Social Proof	Reviews, testimonials, star ratings, customer quotes.	Screenshot of 5-star review / typed-up testimonial / rating graphic
Behind the Scenes	Your team, your process, your values, your day-to-day story.	Team photo, day in the life, new equipment reveal, meet the team
Promotional	Offers, seasonal campaigns, new services, direct calls to action.	Spring offer, limited availability, new service launch, event invite

### RECOMMENDED MIX:

Monday = Work/Results | Wednesday = Educational | Friday = Social Proof or BTS

Replace one Friday per month with Promotional. Aim for at least one Reel or short video each week.

Hashtags: 3-5 max. Mix: 1 broad + 1 local + 1 niche.  
Best times: Tue-Thu 7-9am or 7-9pm.

# 30-Day Social Media Content Calendar

## 3 STEP 3 — Plan Your 12 Posts

WEEK 1	MONDAY Work / Results	WEDNESDAY Educational	FRIDAY Social Proof/BTS
Topic			
Format	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story
Image/Visual Idea			
Caption Opening Line			
Hashtags & CTA			
WEEK 2	MONDAY Work / Results	WEDNESDAY Educational	FRIDAY Promotional
Topic			
Format	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story
Image/Visual Idea			
Caption Opening Line			
Hashtags & CTA			

# 30-Day Social Media Content Calendar

WEEK 3	MONDAY Work / Results	WEDNESDAY Educational	FRIDAY Social Proof/BTS
Topic			
Format	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story
Image/Visual Idea			
Caption Opening Line			
Hashtags & CTA			
WEEK 4	MONDAY Work / Results	WEDNESDAY Educational	FRIDAY Promotional
Topic			
Format	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story	<input type="checkbox"/> Photo <input type="checkbox"/> Video/Reel <input type="checkbox"/> Carousel <input type="checkbox"/> Story
Image/Visual Idea			
Caption Opening Line			
Hashtags & CTA			

# Caption Starters Bank

Opening lines that get you writing fast

## Work & Results

- "Before we started, this [space / system / property] was..."
  - "Here's what we delivered for a [type of client] this week."
  - "This job came with a challenge we hadn't seen before. Here's how we solved it."
  - "Finished. On time. Exactly as promised. Take a look."
  - "Another [job type] done. Swipe to see the full transformation."
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## Educational

- "One thing most [homeowners / business owners] don't realise about [topic]..."
  - "Here's the question we get asked every single week:"
  - "The most common mistake we see with [service]? Here it is."
  - "If you take one thing from this post, make it this:"
  - "'How much does [service] cost?' – here's the honest answer."
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## Social Proof

- "We received this review last week and it genuinely made the team's day."
  - "When a customer takes the time to say this, it means everything."
  - "[Number] five-star reviews and counting. Thank you."
  - "This is why we do what we do. Thank you, [First Name]."
  - "Don't take our word for it – here's what our customers say:"
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## Behind The Scenes

- "A look at the team that makes it all happen."
  - "Not everything goes to plan. Here's what happened on this job."
  - "This is what a typical [day / week / project] actually looks like for us."
  - "Meet [Name], who has been part of the team for [X] years."
  - "We've just invested in [new equipment/van/tool]. Here's why."
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## Promotional

- "We have [X] spaces available in [month]. Here's how to book."
- "Until [date], we're offering [offer]. Here's how to claim it."
- "If you've been thinking about [service], now is a great time to start."
- "New service. Now available. Here's everything you need to know."
- "[Season] is the best time for [service]. Our diary is open – link in bio."

# Monthly Results Tracker

Record your metrics at the end of the month. This data shapes next month's plan.

POST/WEEK	REACH	LIKES/SAVES	SHARES	CLICKS	WHAT WORKED / NOTES
Post 1 (Week 1)					
Post 2 (Week 1)					
Post 3 (Week 1)					
Post 4 (Week 2)					
Post 5 (Week 2)					
Post 6 (Week 2)					
Post 7 (Week 3)					
Post 8 (Week 3)					
Post 9 (Week 3)					
Post 10 (Week 4)					
Post 11 (Week 4)					
Post 12 (Week 4)					

You've completed the audit. Now close the gaps.

# Ready to build your growth system?

Every day without a system is a lead that found someone else instead.

## DO IT YOURSELF

### Your Lead Kit

Full platform – one system

- CRM & pipeline management
- Automation workflows
- Reputation management
- From £34.99/month

[yourleadkit.co.uk](https://yourleadkit.co.uk)

## DONE FOR YOU

### Specialist Support

Experts build & run it for you

- Full platform setup & management
- Multi-channel marketing campaigns
- Outsourced marketing dept.
- South Hampshire specialists

[yourleadkit.co.uk/doneforyou](https://yourleadkit.co.uk/doneforyou)

## Or book a free 30-minute strategy call

We'll review your audit score and build your 90-day growth plan together.

"Within a month we were set up, confident, and in control."

— Toca Salon Group

# Your Lead Kit

MARKET SMARTER. GROW FASTER.