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30-Day Social Media Content Calendar

A full month of post-by-post prompts across 5 content pillars, plus the hashtag strategy and posting-time cheat sheet to go with it.

Built for a small business or solo creator posting once a day. Adapt the specific prompts to your niche — the pillar rotation and cadence is the part worth keeping fixed.
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The 5 Content Pillars

Posting at random burns out your creativity and your audience's attention. Rotating through a fixed set of pillars gives every post a clear job, and gives your audience a reason to expect (and look forward to) different kinds of posts on different days.

■ **Educate**

Teach something specific and useful — a tip, a how-to, a myth-bust. Builds authority.

■ **Engage**

Ask a direct question or invite a response — comments and shares live here.

■ **Entertain**

Relatable humor, trends, behind-the-scenes — the pillar that earns reach.

■ **Inspire / Social proof**

Testimonials, results, transformation stories, community wins.

■ **Promote**

A direct, clear ask — buy, book, sign up, download. Used sparingly and only after the other four have earned attention.

A good rule of thumb: for every 1 Promote post, aim for 4 posts from the other pillars. Audiences that only ever see asks tend to unfollow or mute.

Weekly Rotation Pattern

This calendar repeats a 7-day pattern across the month, with a fresh specific prompt each time:

- **Monday — Educate:** start the week with value.
 - **Tuesday — Behind-the-scenes / Entertain:** humanize the brand.
 - **Wednesday — Engage:** a direct question, poll, or "this or that."
 - **Thursday — Inspire / Social proof:** a testimonial, result, or community highlight.
 - **Friday — Entertain:** lighter, trend-aware, higher reach potential.
 - **Saturday — Educate or Engage:** whichever is under-represented that week.
 - **Sunday — Promote or rest:** a clear, low-pressure call to action, or skip if engagement is naturally lower on your platform that day.
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Your 30 Days

Day	Pillar	Format	Content Prompt	CTA
1	Educate	Carousel / how-to post	Share the #1 mistake beginners make in your niche, and the fix.	Save this for later
2	Behind-the-Scenes	Short video / story	Show the real process behind making your product/service — the unglamorous part included.	Follow for more of the real process
3	Engage	Poll or question post	Ask a 'this or that' question directly relevant to your niche.	Drop your answer in the comments
4	Inspire	Testimonial graphic	Share a customer result or transformation, with permission.	Tag someone this might help
5	Entertain	Trend-format short video	Jump on a current trending audio/format with a niche-relevant twist.	Share if this is too real
6	Educate	Single-image tip	Break down one concept your audience always asks about into 3 simple steps.	Save this for later
7	Promote	Direct offer post	A clear, single-offer post: what it is, who it's for, and the exact next step.	Link in bio / DM to get started
8	Educate	Carousel / how-to post	Bust a common myth about your product/industry with a clear before/after explanation.	Save this for later
9	Behind-the-Scenes	Short video / story	Introduce a team member (or yourself, if solo) and their role.	Follow for more of the real process
10	Engage	Poll or question post	Run a simple poll on a decision you're actually making for the business.	Drop your answer in the comments
11	Inspire	Testimonial graphic	Highlight a specific testimonial quote as a clean graphic.	Tag someone this might help
12	Entertain	Trend-format short video	Relatable humor post about a common frustration in your niche.	Share if this is too real
13	Educate	Single-image tip	Answer the single question you get asked most in DMs, publicly.	Save this for later

Day	Pillar	Format	Content Prompt	CTA
14	Promote	Direct offer post	A limited-time angle on a real current offer.	Link in bio / DM to get started
15	Educate	Carousel / how-to post	Share a free tool or resource your audience wouldn't know about otherwise.	Save this for later
16	Behind-the-Scenes	Short video / story	Share a recent mistake or lesson learned — vulnerability builds trust.	Follow for more of the real process
17	Engage	Poll or question post	Ask your audience to share their biggest current challenge related to your niche.	Drop your answer in the comments
18	Inspire	Testimonial graphic	Celebrate a community milestone (follower count, review count, anniversary).	Tag someone this might help
19	Entertain	Trend-format short video	A quick, satisfying process/transformation clip.	Share if this is too real
20	Educate	Single-image tip	Share the #1 mistake beginners make in your niche, and the fix.	Save this for later
21	Promote	Direct offer post	A direct "here's how to work with us" post with a clear CTA.	Link in bio / DM to get started
22	Educate	Carousel / how-to post	Break down one concept your audience always asks about into 3 simple steps.	Save this for later
23	Behind-the-Scenes	Short video / story	A day-in-the-life style clip of running the business.	Follow for more of the real process
24	Engage	Poll or question post	Invite people to tag a friend who needs to see this.	Drop your answer in the comments
25	Inspire	Testimonial graphic	Share your own origin story — why you started this.	Tag someone this might help
26	Entertain	Trend-format short video	A 'things nobody tells you about X' listicle post.	Share if this is too real
27	Educate	Single-image tip	Bust a common myth about your product/industry with a clear before/after explanation.	Save this for later

Day	Pillar	Format	Content Prompt	CTA
28	Promote	Direct offer post	A bundle or seasonal offer highlight.	Link in bio / DM to get started
29	Educate	Carousel / how-to post	Answer the single question you get asked most in DMs, publicly.	Save this for later
30	Behind-the-Scenes	Short video / story	Show the real process behind making your product/service — the unglamorous part included.	Follow for more of the real process

Hashtag Strategy

- **Mix tiers, don't just chase big tags.** Use 2–3 broad tags (100k+ posts), 4–5 mid-size (10k–100k), and 2–3 niche-specific tags (under 10k) — the niche tags are where you're most likely to actually get found.
- **Build 3–4 saved hashtag sets** by content pillar so you're never starting from scratch — rotate between them rather than reusing the exact same set every post.
- **Put hashtags in the caption or first comment** depending on platform norms — check what performs better for your specific audience rather than assuming.
- **Audit every 4–6 weeks.** Swap out tags that have stopped bringing engagement or reach for fresher, currently-active ones in your niche.

Best Posting Times — Starting Point

These are reasonable defaults to start from — always cross-check against your own platform's analytics after 3–4 weeks of real data, since audience timezone and habits vary.

■ Instagram / TikTok

Late morning (10–11am) and evening (7–9pm) in your audience's local time tend to perform well for lifestyle/consumer niches.

■ Facebook

Weekday mid-morning (9–11am) and early afternoon typically outperform evenings.

■ LinkedIn

Weekday mornings (Tue–Thu, 8–10am) — weekends are consistently weaker for B2B content.

■ **Pinterest**

Evenings and weekends often perform well since it's used more as a leisure/planning platform.

Platform algorithms and audience behavior change often — treat this as a starting framework, not a fixed rule, and adjust based on your own analytics.