

# 90 Day Content Creation Plan and Calendar



### Background

Feel free to customize this plan to suit your specific genre and business needs. It's designed for use on Instagram and can be easily adapted for TikTok, YouTube, Facebook, or Snapchat.

Establishing a scheduled cadence for scripting, recording, editing, and posting content is key to longer-term success. This will allow you and your team to gain efficiencies and grow your audience and engagement at the same time.

### Overarching Themes (Rotate Monthly):

- **Month 1: Introduction & Authority Building:** Focus on introducing yourself, your niche, and establishing your expertise.
- **Month 2: Community Engagement & Value Delivery:** Emphasize interacting with your audience, answering their questions, and providing actionable value.
- **Month 3: Showcasing & Lifestyle Integration:** Highlight your personality and behind-the-scenes moments and weave your niche into your lifestyle.

### Content Pillars (Consistent Throughout):

- **Educational/Informative:** Tips, tutorials, how-tos, myth-busting related to your niche.
- **Entertaining/Engaging:** Trends, challenges, humor, relatable content.
- **Inspirational/Motivational:** Success stories, personal growth, positive messages. Be real and authentic. Don't be afraid to show them a side of you that people have not seen before. It will make people relate to you better if they see the human side of your world too.
- **Interactive/Community-Focused:** Q&As, polls, contests, user-generated content features.
- **Promotional (Subtle):** Showcasing your own products/services or relevant affiliate links (use sparingly and authentically).

### Posting Frequency (General Guideline - Adjust Based on Your Capacity):

- **Reels:** 3-5 times per week (aim for daily if possible, especially in the first month)
- **Carousels:** 2-3 times per week
- **Stories:** 3-5 times per day (mix of interactive, behind-the-scenes, and value-added)



- **Livestreams:** 1-2 times a week to build community and trust. This is a great opportunity to sell products and services as your engagement increases

### Content Calendar Structure:

The following is a template. You'll need to fill in specific topics based on your niche.

Day	Month 1: Introduction & Authority Building	Month 2: Community Engagement & Value Delivery	Month 3: Showcasing & Lifestyle Integration
Monday	Reel: "My Journey Into [Niche]" - Personal story, how you got started. Story: Poll: "What are your biggest struggles with [Niche]?"	Reel: "Answering Your Top 3 Questions About [Niche]" - Directly address audience queries. Carousel: Recap of the week's top tips from Stories.	Reel: "A Day in My Life as a [Niche Influencer]" - Show behind-the-scenes of your work. Story: Quick tip related to your daily activity.
Tuesday	Carousel: "5 Common Misconceptions About [Niche]" - Debunking myths, providing factual information. Story: Behind-the-scenes of creating tomorrow's Reel.	Reel: "[Quick Tip/Hack] for [Niche Problem]" - Actionable, easy-to-implement advice. Story: Open Q&A session on a specific subtopic.	Reel: "Integrating [Niche] Into My [Hobby/Routine]" - Connect your niche to your personal life. Carousel: Your favorite tools/resources for [Niche].
Wednesday	Reel: "Meet the Expert (That's Me!)" - Highlight your expertise and what you offer. Story: This or That related to your niche.	Carousel: "Step-by-Step Guide to [Basic Task in Niche]" - Break down a process into digestible steps. Story: Share a helpful resource or link related to the Carousel.	Reel: "My Go-To [Product/Technique] for [Niche]" - Showcase something you personally use and recommend. Story: Ask for audience opinions on a related topic.
Thursday	Reel: "Beginner's Guide to [Niche Topic]" - Introduce fundamental concepts. Carousel: "Key Terms You Need to Know in [Niche]" - Define important vocabulary. Story: Countdown to a new Reel.	Reel: "Challenge: Try This [Niche-Related Activity]!" - Encourage audience participation. Story: Share user-generated content from the previous challenge.	Reel: "Styling/Using [Niche Element] in 3 Different Ways" - Showcase versatility. Story: Run a poll on which style/use your audience prefers.



## 90 Day Content Creation Plan for Social Media

Friday	Reel: "Weekend Vibes: [Niche-Related Fun]" - Lighthearted and engaging content to end the week. Story: Share a personal anecdote or highlight a follower's success.	Carousel: "Troubleshooting Common [Niche] Problems" - Address frequent issues and provide solutions. Story: Promote a piece of valuable content (blog post, guide, etc.).	Reel: "My Favorite [Niche] Moments Lately" - A compilation of engaging clips. Story: Ask your audience what kind of content they want to see next week.
Saturday	Carousel: "Deep Dive into [Specific Niche Subtopic]" - Explore a topic in more detail. Story: Share behind-the-scenes of your weekend activities (related to your niche if possible).	Reel: "Quick Tip Saturday: [Niche Efficiency Hack]" - A short, valuable tip for the weekend. Story: Share inspiring content from other creators in your niche.	Carousel: "Lessons Learned From [Niche Experience]" - Share insights and takeaways. Story: Engage with comments and DMs from the week.
Sunday	Reel: "Sunday Q&A: Ask Me Anything About [Niche]" - Respond to audience questions in video format. Story: Reminder of the week's key takeaways or upcoming content.	Reel: "Success Story Spotlight: [Feature a Follower/Client]" - Showcase positive results and build community. Story: Run a fun quiz related to your niche.	Reel: "Unboxing/Review of a [Niche-Related Product/Service]" - Provide honest opinions. Story: Ask for product/service recommendations from your audience.

### Important Considerations & Tips:

- **Batching:** Dedicate specific days to batch create Reels, Carousels, and Stories to save time.
- **Trending Audio:** Stay updated on trending audio on Instagram Reels and incorporate them creatively into your content.
- **Storytelling:** Weave narratives into your Reels and Carousels to make them more engaging and memorable.
- **Call to Actions (CTAs):** Include clear CTAs in your captions and Stories (e.g., "Save this Reel," "Share with a friend," "Ask me your questions below," "Link in bio").
- **Cross-Promotion:** Promote your new Reels and Carousels in your Stories.
- **Consistency:** Stick to your posting schedule as much as possible to keep your audience engaged.



- **Engagement is Key:** Respond to comments and DMs promptly. Start conversations in your Stories using polls, questions, and quizzes.
- **Analyze Performance:** Regularly check your Instagram Insights to see what content performs best and adjust your strategy accordingly. Pay attention to reach, engagement rate, and saves.
- **Adapt and Evolve:** Social media trends change quickly. Be prepared to experiment with new formats and adapt your content based on what resonates with your audience and the platform's algorithm.
- **Branding:** Maintain a consistent visual style and tone of voice across all your content.
- **Value Proposition:** Always focus on providing value to your audience, whether it's through education, entertainment, or inspiration.
- **Evergreen Content:** Create some foundational content that remains relevant over time and can be repurposed.
- **Theme Days (Optional):** Consider establishing recurring theme days (e.g., "Tutorial Tuesday," "Friday Favorites") to create anticipation.

### How to Use This Calendar:

1. **Replace the bracketed placeholders** [Niche] and specific topics with your own relevant information.
2. **Brainstorm specific content ideas** for each day based on the overarching monthly themes and your content pillars.
3. **Schedule your content** using Instagram's built-in scheduler or a third-party social media management tool.
4. **Track your progress** and adjust the plan as needed based on your analytics and audience feedback.

This 90-day plan provides a solid framework for your Instagram content strategy and for other social media platforms. Remember that consistency, engagement, and providing value are crucial for growth and standing out as an influencer. You will be successful on social media if you stay consistent, don't quit, and continue to engage people with topics they want to hear that only you can provide.

### Next Steps

If you are ready to monetize your social media audience, Socialize AI will help you generate \$10k/mo in just 90 days.



## 90 Day Content Creation Plan for Social Media

We can help you determine your best path and support your online efforts. To help get you started, we offer a free one-hour consultation with our team, which supports some of the biggest content creators in the world.

- Schedule with us at <https://spiritworks.ai/connect>
- Email Jake Guest [jake@spiritworks.ai](mailto:jake@spiritworks.ai)
- Text or Call Jake Guest at (412) 337-5409