

A person with dark hair, wearing a white button-down shirt, is holding a white rectangular sign in front of their chest. The sign has four small black starburst icons at its corners. The background is a plain, light-colored wall.

2025

**SOCIAL  
MEDIA CALENDAR**






PLAN IT, POST IT

# SOCIAL MEDIA CALENDAR

## RING IN THE NEW YEAR

# TWENTY TWENTY FIVE

# 01. JAN

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>LAUNCH CAMPAIGN</b> OMNICHANNEL STRATEGY CREATE A HYPE END ON 31 DEC 2024	<b>PROMOTION</b> COMPETITION ACEBOOK + INSTAGRAM		<b>01</b> <b>FACEBOOK COMMUNITY</b> SHARE BRAND MISSION <b>INSTAGRAM AND TIKTOK</b> LAUNCH VIDEO TEASER VIDEO	<b>02</b> <b>INSTAGRAM + FACEBOOK + TIKTOK</b> SHARE BRAND VISION FIRST 5 VIPS (REWARD) ANNOUNCE WINNERS	<b>03</b> <b>THEME: SUPERMOM 2025 PROTEIN THERAPY DAY</b> EDUCATION = AWARENESS <b>LINKEDIN VIDEO/CAPTION</b> <b>INSTAGRAM CAROUSEL</b>	<b>04</b> <b>THEME: ME-TIME</b> ENGAGE = RETENTION <b>INVITE SUPERMOMS</b> SHARE ME-TIME STORIES & EXPERIENCES ON 1G/FB
<b>05</b>  <b>THEME: FAMILY</b> <b>INSTAGRAM / TIKTOK / FB</b> #LET'S GO PRO #LOVE.P3. #PROBIOTIC FAMILY	<b>06</b> <b>THEME: ENERGISERS</b> <b>POST HOW-TO-VIDEOS</b> INSTAGRAM, TIKTOK LINKEDIN, FACEBOOK	<b>07</b> <b>CHECK-IN: 5 SENSES</b> EDUCATION + AWARENESS <b>YOUTUBE LIVE</b> #POWER PROTEIN PLUS	<b>08</b> <b>THEME: WE. URBAN. MOMS.</b> <b>FLASH SALE (CTA SIGN-UPS)</b> PROMOTION: INSTAGRAM <b>SALE WEBSITE</b> #SWEENEYSBLEND	<b>09</b> <b>ENGAGE: QUIZ NIGHT</b> SARA HOSTS QUIZ NIGHT <b>YOUTUBE LIVE</b> WINNER = VIP (REWARD)	<b>10</b> <b>BEHIND THE SCENES</b> SWEENEYS TIME CAPSULE VIDEOS   CLOSED CAPTIONS <b>INSTAGRAM   YOUTUBE</b>	<b>11</b> <b>WEEKEND SPECIAL</b> A WEEKEND IN THE LIFE OF AN URBAN SUPERMOM INTERACTIVE POLL FACEBOOK / LINKEDIN
<b>12</b>  <b>WEEKEND SPECIAL EVENT</b> MAPLEVIEW MALL BOOK EVENT AT <b>REVOLUTIONHER</b> LIVE STREAMED 1G   FB   <b>YOUTUBE LIVE</b>	<b>13</b> <b>THEME: LUCKY4SOME</b> INTERACTIVE Q&A & POLL FEEDBACK SURVEY WINNERS KPI: PRODUCT AND SERVICE META   FB, WHATSAPP & 1G	<b>14</b> <b>LIFESTYLE SERIES</b> EDUCATE + ENGAGE ET AL <b>1G AND YOUTUBE LIVE</b> LED BY #URBAN MOM <b>#SHONA_VERTUE</b>	<b>15</b> <b>THEME: TIPS AND TRICKS</b> EDUCATE + INFLUENCE <b>INSTAGRAM AND TIKTOK</b> #PROBIOTIC PROTEIN PACK	<b>16</b> <b>THEME: PROTEIN DAY</b> PROMOTION UGC CREATE. POST. SHARE. #PROTEIN SWAG BAGS <b>YOUTUBE, INSTAGRAM</b>	<b>17</b> <b>THEME: DETOX</b> EDUCATE + ENGAGE <b>PODCASTS   YOUTUBE LIVE</b> HOSTED BY #SWEENEYS	<b>18</b> <b>UNWIND &amp; CHILL</b> FUN FACTS INTERACTIVE <b>META LUCKY MOTHERS</b> #HEALTHYRETREAT #COLLAGENSPA
<b>19</b> <b>SUNDAY TRAIL MIX</b> 100 WATERFALLS EVENT #PROBIOTICTRAILBLAZERS STREAMED <b>YOUTUBE LIVE</b>	<b>20</b> <b>THEME: P3KICKSTARTERS</b> DISCOUNTS & PROMOTION <b>FACEBOOK &amp; INSTAGRAM</b> #PROBIOTICPROTEINPOWER	<b>21</b> <b>SPOTLIGHT: COMMUNITY</b> EDUCATION & AWARENESS <b>LINKEDIN</b> #HEALTHY LIVING	<b>22</b> <b>MIDWEEK SPECIAL</b> SUBSCRIPTION LAUNCH 1G <b>WIN A LIFESTYLE TRACKER</b> #SUPERMOMTRIBE	<b>23</b> <b>THEME: GRATITUDE</b> THANK YOU FROM S&M FREE 1:1 MASTERCLASS ANY META PLATFORM	<b>24</b> <b>FRIDAY: FITNESS #BFF</b> SHARE. INSPIRE. EMPOWER. BUY TWO, GET ONE FREE. <b>FACEBOOK &amp; INSTAGRAM</b>	<b>25</b> <b>WEEKENDERS</b> SHARE TESTIMONIALS #PAYITFORWARD <b>INSTAGRAM, YOUTUBE</b>
<b>27</b> <b>BEAUTIFUL SUNDAY</b> CREATE YOUR OWN UGC POST, STREAM, SHARE, LIKE. <b>INSTAGRAM, TIKTOK</b>	<b>28</b> <b>GOAL SETTING4FEB</b> #LIFESTYLEPLANNING INVITATION ONLY EVENT <b>FACEBOOK LIVE</b>	<b>29</b> <b>JANUARY SPECIAL</b> 25% OFF FOR VIPS #PROVIP #SWEENEYS <b>INSTAGRAM   FACEBOOK</b>	<b>30</b> <b>CELEBRATING MUMS</b> REWARDING   BRAND LOYALTY #LOVE BEGETS LOVE <b>YOUTUBE LIVE</b>	<b>31</b> <b>JANUARY REFLECTION</b> SOCIAL LISTENING TUNE IN, NO FILTER. <b>OMNICHANNEL</b> #JANUARYREFLECTION	 	

## GOALS

- GO-TO-MARKET | BRAND LAUNCH
- WEEK 1: INTRODUCTION AND AWARENESS
- WEEK2-3: BUILDING CONNECTIONS, REWARDING BRAND LOYALTY, FOSTERING RELATIONSHIPS.
- WEEK 4/5: SOCIAL LISTENING, REFLECTING

## NOTES

### 4 STRATEGIC HASHTAGS

#POWERPROTEINPLUS  
#SWEENEYSBLEND

#SUPERMOMTRIBE  
#HEALTHYLIVING