

Social media calendar



28 useful content idea prompts for social media posts.

In the world of social media, you can build connections, inspire followers, and gather support for your charity at the touch of a button.

Whether you are a seasoned social media expert or just taking your first steps, follow our prompts for post ideas for Facebook, Instagram, TikTok etc.

By following our daily inspiration, you can enhance your online storytelling with intriguing insights into your mission and exclusive behind-the-scenes content about your charity.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Share an inspiring quote related to your charity's mission or a success story from your beneficiaries.	Introduce a team member, volunteer, or supporter, highlighting their role and why they are passionate about the cause.	Share valuable information or tips related to the issues your charity addresses.	Share a memorable moment from your charity's history or a past event.	Showcase a specific program, initiative, or project your charity is currently working on.	Highlight a beneficiary's story, showcasing the impact your charity has had on their lives.	Share key statistics or facts about the social issues your charity is addressing.
Week 2	Give followers a glimpse into the day-to-day operations of your charity.	Feature a testimonial from someone who has directly benefited from your charity's work.	Share thoughts and experiences from volunteers, emphasising the importance of their contributions.	Express gratitude to donors, volunteers, and supporters who have made a difference.	Post visually appealing images with captions that inspire and resonate with your cause.	Highlight partnerships or collaborations with other organisations or businesses.	Share educational content related to the social issues your charity addresses.
Week 3	Showcase tangible results or milestones achieved by your charity.	Engage followers by asking a thought-provoking question related to your cause.	Promote upcoming events, fundraisers, or awareness campaigns.	Share polls, quizzes, or challenges to encourage audience participation.	Share a compelling narrative, whether it's from a beneficiary, volunteer, or staff member.	Feature and thank specific donors, showcasing their impact on your charity's work.	Raise awareness about the broader issues your charity addresses.
Week 4	If applicable, share eco-friendly practices or initiatives your charity supports.	Celebrate anniversaries, achievements, or significant milestones for your charity.	Host a Q&A session, addressing common questions or concerns about your charity.	Share stories or initiatives that highlight the local impact of your charity's work.	Share stories of individuals or groups making a positive impact in your community.	Provide more behind-the-scenes content, perhaps showcasing a typical day at your charity.	Recap the highlights and achievements from the month, thanking your community for their support.