



MONDAY

INSTAGRAM POST

Inspiration, motivation

- Topic depends on your brand categories

INSTAGRAM STORIES

Behind the scenes of your business

- Out scouting for a shoot
- Packing up your gear, getting ready for a shoot
- Your creative process



TUESDAY

BLOG

Publish new post, alternate portfolio and valuable content for audience

- Rotate content topics from brand categories

INSTAGRAM POST

Personal, peek into your life

- Connect to your brand + stance whenever possible

INSTAGRAM STORIES

Supporting footage of personal Instagram post



WEDNESDAY

NEWSLETTER

About new blog post (only if value, not portfolio work)

- Introduce topic in newsletter and point to blog from there, so readers click through to blog to get rest of the content

INSTAGRAM POST

Related to one of your brand categories

- Rotate content topics (week 1: category 1, week 2: category 2, etc.)

INSTAGRAM STORIES

Mention new blog post



THURSDAY

INSTAGRAM POST

Portfolio post of recent work

INSTAGRAM STORIES

Showcase your stance, passion or why

- Current project you're excited about
- What you want to be known for

FACEBOOK LIVE

Hot topic you get a lot of questions about!

FRI-YAY

TAKE A BREAK!
LEAVE YOUR PHONE
AT HOME!



SATURDAY/SUNDAY

INSTAGRAM POST

Weekend vibes of what you're up to

- Coffee shops, cozied up at home with the kids, out exploring the world, etc.

INSTAGRAM STORIES

Supporting footage of weekend Instagram post