GrowDesk DIGITAL

FREE TEMPLATE

30-day content calendar for small businesses

A month of ready-made post ideas, a simple weekly rhythm and a fill-in planner. Works for restaurants, salons, clinics, shops and local services.

The weekly rhythm

Five types of post on a repeating week keep your page varied without thinking. Aim for 3–5 posts a week; quality beats quantity.

Day	Type	What to post
Mon	Helpful tip	Answer a question customers ask often.
Tue	Reel	Behind the scenes or a 15–30s how-it's-made.
Wed	Product / offer	One product, one price, one clear action.
Thu	Trust	A real review (with permission), your team, your story.
Fri	Reel	Weekend teaser, trend or quick demo.
Sat	Community	Local news, event, festival or a question post.
Sun	Rest / reshare	Share your best post of the week as a Story.

The 4-line caption formula

1. **Hook:** one line that names the customer or the benefit ("Friday biryani, ready from 1pm.")
2. **Detail:** what it is, price, size, who it's for.
3. **Proof:** a fact or a short real review (with permission).
4. **Action:** exactly what to do ("Message 'ORDER' or tap WhatsApp").

Five rules that matter more than the algorithm

- [ ] **Use real photos and clips** of your product, place and team.
- [ ] **One message per post.** One offer, one action.
- [ ] **Always show how to order or book** (button, WhatsApp, link).
- [ ] **Reply to comments and messages fast**, ideally the same working day.
- [ ] **Repeat what works.** At month end, re-use the posts that brought messages.

Want this done for you? Get a free 5-point page audit. Visit our website → Free audit

Your 30 days

Start on any day. Swap ideas freely; keep the mix of types.

1
TIP
Intro post: who you are, what you sell, where, and how to order.

2
REEL
15s tour of your shop, kitchen or workspace.

3
OFFER
Your best-seller with price and "Message to order".

4
TRUST
Meet the owner/team: one photo, 3 sentences.

5
REEL
"How we make..." in 5 quick shots.

6
COMMUNITY
Ask: "Which do you prefer, A or B?" with 2 photos.

7
STORY
Reshare your top post of the week to Stories.

8
TIP
FAQ post: hours, delivery area, payment methods.

9
REEL
Before → after (dish plated, hair styled, room cleaned).

10
OFFER
New item or service, launch price, deadline.

11
TRUST
Screenshot of a real review (ask permission first).

12
REEL
Day in the life: opening up in the morning.

13
COMMUNITY
Local shout-out: a nearby business or event.

14
STORY
Poll in Stories: "What should we add next?"

15
TIP
3 mistakes customers make when choosing your type of service.

16
REEL
Customer favourite in slow motion + price on screen.

17
OFFER
Bundle or family deal, with how to order.

18
TRUST
Why you started the business (short story).

19
REEL
Answer a comment with a video reply.

20
COMMUNITY
Festival, holiday or season greeting (designed).

21
STORY
Behind-the-scenes Story series (3–5 clips).

22
TIP
Carousel: "How to order from us in 3 steps".

23
REEL
Packing an order / preparing for a booking.

24
OFFER
"This week only" special with a clear end date.

25
TRUST
Show your hygiene, quality or safety steps.

26
REEL
Trend audio + your product (keep it on-brand).

27
COMMUNITY
Thank customers for the month; ask for feedback.

28
STORY
Countdown sticker for next month's offer.

29
PLAN
Review: which 3 posts got most messages? Repeat them.

30
PLAN
Plan next month using this calendar again.

Plan your month

Print this page or copy it into a spreadsheet.

Date	Type	Idea / hook	Photo / clip needed	Posted?	Messages