

ONECOAST

Spring Social Success Kit

Social Media Planning Calendars

March - June 2024



March

2024

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
					★ 1 Post 2024 top goals graphic	2	KEY THEMES: 🍀 St. Patrick's Day 🌸 Spring 🐰 Easter
3	4 Share an inspirational quote	5	6 Share top Easter basket gift ideas	7	★ 8 International Women's Day	9	
10	11	12 Share a staff pick	13	★ 14 Post shop local rainbow graphic	15	16	
★ 17 St. Patrick's Day	18	★ 19 First Day of Spring	20	21	22 Kick off spring! Share an image of a fresh display	23 Host a spring sale	
24	★ 25 Post spring word search graphic	26	27	28	29 Good Friday	30	
						★ 31 Easter	

★ = Coordinating Graphic Provided in Success Kit

April

2024

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
	1 ★ April Fool's Day	2	3	4 Find a shopping meme to share	5	6	KEY THEMES: 🌸 Spring 🌍 Earth Day 🎓 Graduation ★ = Coordinating Graphic Provided in Success Kit
7	8 ★ Post manifesting inspo graphic	9	10 Blue Theme! Post a variety of blue products	11	12 Post images of top gift ideas for grads	13	
14	15	16 Host a spring open house with refreshments!	17	18	19	20 Share a staff pick	
21	22 ★ Earth Day	23	24	25 Host a live to promote top gifts for 2024 grads!	26	27	
28	29	30 Try on Tuesday: Show your in-store products and how you would use them					




May


2024

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
			1	2 Throwback Thursday: Share photos of your opening day	3	4 Post images of top gift ideas for Mother's Day	KEY THEMES: 🌸 Mother's Day 🇺🇸 Memorial Day 🎓 Graduation
5	6 Go live and share recent top sellers	7	8 Trend Forecast: Share collections that have high sell through	9	10 Host an Instagram story sale to move discounted items	11	
12 ★ Mother's Day	13	14	15	16 Record and post an in-store preview of new arrivals	17	18	
19	20	21 Share a staff pick	22	23	24	25 Share an image of a patriotic display	
26	27 ★ Memorial Day	28	29	30 Thank your online followers with a store wide discount	31		★ = Coordinating Graphic Provided in Success Kit

June

2024

SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
						 1 Congratulate all local graduates	KEY THEMES:  Father's Day  Summer
2 Take a poll! Ask customers what vaca type is their favorite	3	4 Go live and share top selling gifts	5	6	7 Friday Funnies! Tell a funny story about your business	8	
9 Remind customers of daylight saving time with a meme	10	11	12 Share photos of products that are warm colors (orange, yellow, red)	13	14	15 Host a sidewalk sale	
 16 Father's Day	17	18 Share a staff pick	19	 20 First Day of Summer	21	22	
23	 24 Post summer celebrating graphic	25	26	27	28 Take a poll! Ask customers what BBQ food is their favorite	29	
						30	

 = Coordinating Graphic Provided in Success Kit