



MAY

Social Media Planner

CREATED FOR YOU & READY TO POST IN UNDER 15 MINUTES.

ELEVATE
- YOUR BUSINESS -

Hello

SUNSHINE



Welcome to your May Content Planner!

A full month of strategic post ideas designed to help you **show up, get seen, and grow your business** (without losing half your day to Instagram).

We've used the same planning approach we follow for our own clients, built around what's working *right now* — so you can stay consistent, feel in control, and never wonder “what should I post?” again.

Each prompt takes **15 minutes or less**, and helps you build real connection with your audience.

It's time to get visible without the overwhelm.

Jade, Grace & Orla
Elevate PA



Posting Guide

Set a 15-minute timer. Done is better than perfect.

Use the prompts flexibly to suit your business.

2–3 posts a week is plenty to start.

Know your goal. Are you building trust, selling, or showing personality?

Keep visuals simple. Snap your desk, your day, or use a quick Canva graphic.

Sound like you. Write how you talk. That's what connects.

Plot it out. Use the calendar at the end of the planner to pencil in your posts.

Let's

GO!

The PLAN

MAY

	Content	Category	Example
1	One goal for the month ahead	Trust	Goal: better onboarding
2	Behind-the-scenes of your workspace or routine	Personality	Desk, planner or coffee shot
3	Introduce your most popular product or service	Sales	Why our newsletter sells
4	A recent testimonial or client feedback	Trust	Screenshot or quote
5	Bust a common myth in your industry	Trust	No need to post daily!
6	Bank holiday vibes – what does rest look like for you?	Personality	Taking time off = part of the plan.
7	Shout out a fellow small business	Trust	Tag a business you love
8	A time-saving tool or hack you love	Trust	Tool you can't live without
9	Celebrate a recent win (big or small)	Trust	Inbox zero = big win
10	Give a quick how-to or useful tip	Trust	Prepping for a meeting or sale
11	Answer a frequently asked question	Trust	What does working with you look like?
12	Something personal that's bringing you joy	Personality	Family milestone or hobby
13	Throwback to your business beginnings	Trust	Then pic vs. now pic
14	A day in the life; what does today look like?	Personality	List your daily routine
15	What makes your service/product different?	Sales	Show what sets you apart
16	Shout out a loyal client or customer	Trust	Thanks Sarah for your purchase!
17	National Notebook Day; what's in yours?	Personality	Snap of your notes
18	An unfiltered moment from the week	Personality	Lesson from a fail
19	A piece of advice you always give	Trust	Progress > perfection
20	One thing most people don't realise about your job?	Trust	Did you know we do X?
21	Highlight a customer/client success story	Sales	Before/after or kind words
22	What's something new you're planning or launching?	Sales	New product or goal for the business
23	Talk about a current obsession or fun fact	Personality	Fav lunch, tool or podcast
24	End of month reflection: what worked, what didn't?	Trust	Doing X helped my productivity
25	One small thing your audience can try next month	Trust	Taking 10 minutes to plan my day
26	Favourite book, podcast, or recent recommendation	Personality	Reading x and can't get over this....!
27	Another long weekend – how are you spending it?	Personality	Resting or working?
28	Behind the name: story behind your biz name/logo	Trust	Elevate = lift others up.
29	A client result or transformation	Sales	Inbox from chaos to calm.
30	Link to a helpful resource you love	Trust	Favourite free Canva tool.
31	A reminder your audience might need today	Trust	You don't have to do it all.

Final

THOUGHTS



Get 'em

HOOKED

A scroll-stopping hook makes all the difference. Try these this month:

“You’ll want to save this...”

“What I wish I knew sooner”

“If you only do one thing today...”

“This one mistake cost me hours...”

“This changed everything for me”

“Feeling stuck? Try this”

“Let me save you some time.”

“This is controversial, but...”

Over

TO YOU

Use the calendar on the next page to plot out your posts and plan your content in advance.

You’re In The Club

We send post ideas in your inbox every week — designed to take 15 minutes or less, so you can stay consistent without the overwhelm.

Ready For More?

We create scroll-stopping content tailored to your brand so you don’t have to.

DM us @elevate.pa

My IDEAS

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31