

Sample 30-Day Social Media Content Calendar

Day	Post Idea	Recommended Platform
1	Introduction Post: Share your story and why you became an insurance agent	Facebook & Instagram
2	Quick Tip Tuesday: Simple insurance tip	Instagram & Twitter (X)
3	Engagement Poll: Ask about insurance concerns	Facebook (Poll) & Instagram Stories
4	Client Testimonial: Share a success story	Facebook & LinkedIn
5	Behind-the-Scenes: A day in your life	Instagram & TikTok
6	Fun Fact or Myth-Busting: Engage with Trivia	Twitter (X) & Instagram Stories
7	Motivational/Personal Post: Share an inspiring moment	Facebook & Instagram
8	Common Mistakes: "3 Insurance Mistakes That Cost You Thousands!"	LinkedIn & Facebook
9	Quick Tip Tuesday: Answer a common insurance question	Instagram & TikTok
10	Interactive Story: Ask audience for their opinion on a case study	Facebook & Instagram
11	Throwback Post: Share a past insurance success	LinkedIn & Facebook
12	Behind-the-Scenes: Fun office moment	Instagram & TikTok
13	FAQ Post: Answer a common question	Facebook & LinkedIn
14	Community Spotlight: Highlight a local business or charity	Facebook & Instagram
15	Client Shoutout: Feature a happy client	Facebook & Instagram
16	Live Q&A Session: Answer insurance questions live	Facebook Live & Instagram Live
17	Myth vs Fact: Clarify a common misconception	Facebook & Instagram Stories
18	Lead Magnet: Offer a free guide in exchange for emails	Facebook & LinkedIn
19	Office Fun: Show personality with a fun post	Instagram & TikTok
20	Savings Tips: How to lower insurance premiums	Facebook & Twitter (X)
21	Sunday Reflection: Share a personal moment or quote	Facebook & Instagram
22	Storytelling Post: How insurance helped someone	Facebook & Instagram
23	Comparison Post: HMO vs PPO	LinkedIn & Facebook
24	Engagement Question: what is one thing you wish you knew about insurance	Facebook & Instagram Stores
25	Client Testimonial Video: Share a happy client experience	Instagram & TikTok
26	Behind-the-Scenes: Share personal or team moment, like a fun office event or community involvement	Facebook & Instagram
27	FAQ Post: Answer another frequent question	Facebook & LinkedIn
28	Gratitude Post: Thank your clients and followers	Facebook & Instagram
29	Poll or Quiz: Ask what content they want next	Instagram Stories & Facebook Polls
30	Recap Post: Highlight best moments of the month	Facebook, LinkedIn & Instagram