

30-Day Social Media Content Kit

Plan. Create. Publish. Grow.

A practical system for consistent, strategic content.

Build a repeatable content engine — from planning and creation to publishing and performance review.

PLANVORA

30
DAYS
OF CONTENT

40-page editable kit

How to Use This Kit

- 1 Define your audience and one primary goal.
- 2 Choose 3–5 content pillars that fit your offer.
- 3 Use the 30-day calendar as your publishing backbone.
- 4 Customize hooks, captions, formats, and CTAs.
- 5 Track performance and identify repeatable winners.
- 6 Review the month and improve the next 30 days.

30-Day Content Strategy Worksheet

Write directly into the fields.

BUSINESS / BRAND

MAIN GOAL

TARGET PLATFORM

TARGET AUDIENCE

MAIN OFFER

MONTHLY GOAL / KPI

Audience Snapshot

Write directly into the fields.

WHO THEY ARE

BIGGEST PROBLEM

DESIRED OUTCOME

COMMON OBJECTIONS

WHAT THEY SEARCH FOR

WHAT MAKES THEM TAKE ACTION

Content Pillars

Build a repeatable system around five themes.

01

Education

Purpose: _____

02

Engagement

Purpose: _____

03

Conversion

Purpose: _____

04

Trust / Authority

Purpose: _____

05

Personal / Brand

Purpose: _____

Content Mix

Use this as a starting point, then adjust from your own data.

Education

35%

Teach • explain • simplify

Engagement

20%

Questions • opinions • conversations

Conversion

20%

Offers • proof • objections

Trust / Authority

15%

Expertise • case studies

Personal / Brand

10%

Values • story • perspective

30-Day Content Calendar — Days 1–10

DAY	TYPE	TOPIC	FORMAT	CTA
1	Engagement	Ask your audience	Reel	Comment below
2	Conversion	Show the offer	Post	DM me
3	Trust / Authority	Behind the scenes	Story	Follow for more
4	Personal / Brand	A lesson learned	Short video	Share this
5	Education	3 mistakes to avoid	Carousel	Save this
6	Engagement	Ask your audience	Reel	Comment below
7	Conversion	Show the offer	Post	DM me
8	Trust / Authority	Behind the scenes	Story	Follow for more
9	Personal / Brand	A lesson learned	Short video	Share this
10	Education	3 mistakes to avoid	Carousel	Save this

30-Day Content Calendar — Days 11–20

DAY	TYPE	TOPIC	FORMAT	CTA
11	Engagement	Ask your audience	Reel	Comment below
12	Conversion	Show the offer	Post	DM me
13	Trust / Authority	Behind the scenes	Story	Follow for more
14	Personal / Brand	A lesson learned	Short video	Share this
15	Education	3 mistakes to avoid	Carousel	Save this
16	Engagement	Ask your audience	Reel	Comment below
17	Conversion	Show the offer	Post	DM me
18	Trust / Authority	Behind the scenes	Story	Follow for more
19	Personal / Brand	A lesson learned	Short video	Share this
20	Education	3 mistakes to avoid	Carousel	Save this

30-Day Content Calendar — Days 21–30

DAY	TYPE	TOPIC	FORMAT	CTA
21	Engagement	Ask your audience	Reel	Comment below
22	Conversion	Show the offer	Post	DM me
23	Trust / Authority	Behind the scenes	Story	Follow for more
24	Personal / Brand	A lesson learned	Short video	Share this
25	Education	3 mistakes to avoid	Carousel	Save this
26	Engagement	Ask your audience	Reel	Comment below
27	Conversion	Show the offer	Post	DM me
28	Trust / Authority	Behind the scenes	Story	Follow for more
29	Personal / Brand	A lesson learned	Short video	Share this
30	Education	3 mistakes to avoid	Carousel	Save this

25 Education Content Ideas — Part 1

Practical prompts you can adapt to any niche.

1 Teach a simple framework your audience can apply today.

2 Teach a simple mistake your audience can apply today.

3 Teach a simple shortcut your audience can apply today.

4 Teach a simple checklist your audience can apply today.

5 Teach a simple workflow your audience can apply today.

6 Teach a simple myth your audience can apply today.

7 Teach a simple comparison your audience can apply today.

8 Teach a simple definition your audience can apply today.

9 Teach a simple example your audience can apply today.

10 Teach a simple before/after your audience can apply today.

11 Teach a simple mini tutorial your audience can apply today.

12 Teach a simple beginner tip your audience can apply today.

13 Teach a simple advanced tip your audience can apply today.

25 Education Content Ideas — Part 2

Practical prompts you can adapt to any niche.

1

Teach a simple resource your audience can apply today.

2

Teach a simple case study your audience can apply today.

3

Teach a simple FAQ your audience can apply today.

4

Teach a simple process your audience can apply today.

5

Teach a simple tool your audience can apply today.

6

Teach a simple lesson your audience can apply today.

7

Teach a simple audit your audience can apply today.

8

Teach a simple template your audience can apply today.

9

Teach a simple strategy your audience can apply today.

10

Teach a simple trend your audience can apply today.

11

Teach a simple measurement your audience can apply today.

12

Teach a simple decision your audience can apply today.

25 Engagement Content Ideas — Part 1

Practical prompts you can adapt to any niche.

1 Start a conversation with: this-or-that choice.

2 Start a conversation with: hot take.

3 Start a conversation with: opinion question.

4 Start a conversation with: fill-in-the-blank.

5 Start a conversation with: poll.

6 Start a conversation with: myth vs fact.

7 Start a conversation with: unpopular opinion.

8 Start a conversation with: prediction.

9 Start a conversation with: customer question.

10 Start a conversation with: challenge.

11 Start a conversation with: community win.

12 Start a conversation with: behind-the-scenes question.

13 Start a conversation with: rating prompt.

25 Engagement Content Ideas — Part 2

Practical prompts you can adapt to any niche.

1

Start a conversation with: AMA.

2

Start a conversation with: story prompt.

3

Start a conversation with: common frustration.

4

Start a conversation with: favorite tool question.

5

Start a conversation with: goal check-in.

6

Start a conversation with: quick quiz.

7

Start a conversation with: would-you-rather.

8

Start a conversation with: caption contest.

9

Start a conversation with: feedback request.

10

Start a conversation with: first impression.

11

Start a conversation with: lesson request.

12

Start a conversation with: weekly check-in.

25 Conversion Content Ideas — Part 1

Practical prompts you can adapt to any niche.

1 Create a conversion post around one clear offer.

2 Create a conversion post around customer outcome.

3 Create a conversion post around case study.

4 Create a conversion post around testimonial.

5 Create a conversion post around before/after.

6 Create a conversion post around FAQ.

7 Create a conversion post around objection.

8 Create a conversion post around limited bonus.

9 Create a conversion post around feature-to-benefit.

10 Create a conversion post around problem-solution.

11 Create a conversion post around comparison.

12 Create a conversion post around use case.

13 Create a conversion post around demo.

25 Conversion Content Ideas — Part 2

Practical prompts you can adapt to any niche.

1

Create a conversion post around process.

2

Create a conversion post around pricing context.

3

Create a conversion post around risk reversal.

4

Create a conversion post around who it is for.

5

Create a conversion post around who it is not for.

6

Create a conversion post around results.

7

Create a conversion post around social proof.

8

Create a conversion post around free resource.

9

Create a conversion post around DM keyword.

10

Create a conversion post around consultation.

11

Create a conversion post around bundle.

12

Create a conversion post around next step.

50 High-Converting Hooks — Part 1

Copy, customize, and test these opening lines.

1 Stop doing this if you want better results.

2 The easiest way to improve your [result].

3 3 mistakes costing you [result].

4 Before you post again, check this.

5 Nobody tells you this about [topic].

6 Here is the simple version of [topic].

7 If I had to start over, I would do this.

8 You are probably overcomplicating [topic].

9 Save this before you need it.

10 A better way to think about [problem].

11 Do this instead of [common mistake].

12 The 10-minute fix for [problem].

13 What I learned after [experience].

14 If your [metric] is low, start here.

15 This is why [problem] keeps happening.

16 One change that can improve [result].

17 The checklist I use for [task].

50 High-Converting Hooks — Part 2

Copy, customize, and test these opening lines.

1 You do not need more ideas—you need this system.

2 Here is what I would prioritize first.

3 The fastest way to find your next content idea.

4 Want more [result]? Read this.

5 3 signs your strategy needs a reset.

6 This small detail changes everything.

7 Try this for the next 7 days.

8 The beginner-friendly way to [result].

9 Here is the framework behind consistent content.

10 If [audience] feels stuck, start here.

11 The mistake I see most often in [industry].

12 One question to ask before creating content.

13 This is what separates random posts from a strategy.

14 Use this formula for your next Reel.

15 A simple content plan you can repeat every month.

16 Your next post could start with this.

17 Turn one idea into seven pieces of content.

50 High-Converting Hooks — Part 3

Copy, customize, and test these opening lines.

1 The content workflow that saves me time.

2 Here is how to make [topic] easier.

3 What to post when you have no ideas.

4 Do not publish until you answer this.

5 The 3-part structure for clearer posts.

6 A quick audit for your social media.

7 Most brands miss this opportunity.

8 If you only remember one thing, make it this.

9 The practical guide to [topic].

10 A simple test for stronger content.

11 This works because it focuses on the customer.

12 Stop guessing what your audience wants.

13 Here is what to improve before buying another tool.

14 The strategy behind this result.

15 One content habit worth building.

16 Use this prompt to create better ideas.

Caption Formulas

10 reusable structures for writing clearer, more persuasive captions.

1 Hook → Problem → 3 useful points → CTA

2 Hook → Personal story → Lesson → CTA

3 Before → What changed → After → CTA

4 Mistake → Why it happens → Fix → CTA

5 Myth → Truth → Example → CTA

6 Question → Answer → Action step → CTA

7 Problem → Cost of inaction → Solution → CTA

8 Tip list → Best tip → CTA

9 Case study → Process → Result → CTA

10 Offer → Who it is for → Benefit → Next step

30 CTA Ideas — Part 1

Match the call to action to the goal of the post.

1 Comment your answer

2 Save this for later

3 DM me the word START

4 Follow for more practical tips

5 Share this with a friend

6 Visit the link in bio

7 Tell me what you think

8 Send this to someone who needs it

9 Ask your question below

10 Try this today

11 Get the guide

12 Book a call

13 See the full offer

14 Join the list

15 Reply with YES

30 CTA Ideas — Part 2

Match the call to action to the goal of the post.

1 Download the resource

2 Check the next post

3 Tag a business owner

4 Vote in the poll

5 DM for details

6 Start your free trial

7 Shop the collection

8 Compare your options

9 Save the checklist

10 Request a demo

11 Get the template

12 Subscribe for updates

13 Share your result

14 Join the community

15 Take the next step

30 Reel Ideas — Part 1

Short-form video concepts designed for fast adaptation.

1 Reel idea 1: demonstrate, explain, compare, or show a quick transformation around a customer problem.

2 Reel idea 2: demonstrate, explain, compare, or show a quick transformation around a customer problem.

3 Reel idea 3: demonstrate, explain, compare, or show a quick transformation around a customer problem.

4 Reel idea 4: demonstrate, explain, compare, or show a quick transformation around a customer problem.

5 Reel idea 5: demonstrate, explain, compare, or show a quick transformation around a customer problem.

6 Reel idea 6: demonstrate, explain, compare, or show a quick transformation around a customer problem.

7 Reel idea 7: demonstrate, explain, compare, or show a quick transformation around a customer problem.

8 Reel idea 8: demonstrate, explain, compare, or show a quick transformation around a customer problem.

9 Reel idea 9: demonstrate, explain, compare, or show a quick transformation around a customer problem.

10 Reel idea 10: demonstrate, explain, compare, or show a quick transformation around a customer problem.

11 Reel idea 11: demonstrate, explain, compare, or show a quick transformation around a customer problem.

12 Reel idea 12: demonstrate, explain, compare, or show a quick transformation around a customer problem.

13 Reel idea 13: demonstrate, explain, compare, or show a quick transformation around a customer problem.

14 Reel idea 14: demonstrate, explain, compare, or show a quick transformation around a customer problem.

15 Reel idea 15: demonstrate, explain, compare, or show a quick transformation around a customer problem.

30 Reel Ideas — Part 2

Short-form video concepts designed for fast adaptation.

1 Reel idea 16: demonstrate, explain, compare, or show a quick transformation around a customer problem.

2 Reel idea 17: demonstrate, explain, compare, or show a quick transformation around a customer problem.

3 Reel idea 18: demonstrate, explain, compare, or show a quick transformation around a customer problem.

4 Reel idea 19: demonstrate, explain, compare, or show a quick transformation around a customer problem.

5 Reel idea 20: demonstrate, explain, compare, or show a quick transformation around a customer problem.

6 Reel idea 21: demonstrate, explain, compare, or show a quick transformation around a customer problem.

7 Reel idea 22: demonstrate, explain, compare, or show a quick transformation around a customer problem.

8 Reel idea 23: demonstrate, explain, compare, or show a quick transformation around a customer problem.

9 Reel idea 24: demonstrate, explain, compare, or show a quick transformation around a customer problem.

10 Reel idea 25: demonstrate, explain, compare, or show a quick transformation around a customer problem.

11 Reel idea 26: demonstrate, explain, compare, or show a quick transformation around a customer problem.

12 Reel idea 27: demonstrate, explain, compare, or show a quick transformation around a customer problem.

13 Reel idea 28: demonstrate, explain, compare, or show a quick transformation around a customer problem.

14 Reel idea 29: demonstrate, explain, compare, or show a quick transformation around a customer problem.

15 Reel idea 30: demonstrate, explain, compare, or show a quick transformation around a customer problem.

10 Story Sequence Templates — Part 1

Five ready-to-customize sequences per page.

1

Problem → Poll → Quick tip → CTA

2

Behind the scenes → Process → Result → Question

3

Myth → Truth → Example → DM CTA

4

FAQ → Answer → Proof → Offer

5

Before → Journey → After → Ask

Content Repurposing System

Turn one strong idea into a complete multi-platform content system.

1 Core Idea → Reel

1

1 Core Idea → Email

5

1 Core Idea → Carousel

2

1 Core Idea → Short video

6

1 Core Idea → Stories

3

Keep the core promise consistent; adapt the hook, format, and depth.

7

1 Core Idea → X / LinkedIn post

4

Hashtag & Keyword Planner

1 Keyword 1: _____ Intent: _____ Content: _____ Platform: _____

2 Keyword 2: _____ Intent: _____ Content: _____ Platform: _____

3 Keyword 3: _____ Intent: _____ Content: _____ Platform: _____

4 Keyword 4: _____ Intent: _____ Content: _____ Platform: _____

5 Keyword 5: _____ Intent: _____ Content: _____ Platform: _____

6 Hashtags to test: _____

Hashtag & Keyword Planner

Research terms first, then map them to content and platforms.

Keyword 1: _____ Intent: _____ Content: _____

1

Keyword 2: _____ Intent: _____ Content: _____

2

Keyword 3: _____ Intent: _____ Content: _____

3

Keyword 4: _____ Intent: _____ Content: _____

4

Keyword 5: _____ Intent: _____ Content: _____

5

Hashtags to test: _____

6

Weekly Content Workflow

A repeatable process for creating content without last-minute scrambling.

Research — audience questions and trends.

1

Schedule — organize publishing times and assets.

5

Plan — topics, formats, hooks, and CTAs.

2

Publish — engage early and invite conversation.

6

Create — batch scripts, captions, graphics, and videos.

3

Analyze — record results and capture lessons.

7

Edit — simplify, proofread, and strengthen the opening.

4

Content Production Checklist

Check each item before content moves to publishing.

1

☐ Strong hook

6

☐ Clear caption

11

☐ Brand consistency

2

☐ Clear audience

7

☐ Relevant keywords

12

☐ Mobile-friendly

3

☐ One core message

8

☐ Appropriate hashtags

13

☐ Engagement plan ready

4

☐ Useful value

9

☐ One CTA

5

☐ Strong visual

10

☐ Proofread

Performance Tracker — Part 1

Record the metrics that help you identify repeatable winners.

Date: _____ Post: _____

1

Shares: _____ Saves: _____

4

Reach: _____ Views: _____

2

Clicks: _____ Notes: _____

5

Likes: _____ Comments: _____

3

Performance Tracker — Part 2

Complete the picture with business outcomes and lessons.

Followers: _____ Leads: _____

1

Top Hook: _____

5

Sales: _____ Engagement Rate: _____

2

Top CTA: _____

6

Best Content: _____

3

Notes / Lessons: _____

7

Worst Content: _____

4

30-Day Content Review

32

Turn performance data into decisions for the next month.

What worked? _____

1

Best formats? _____

5

What failed? _____

2

Best CTAs? _____

6

Best topics? _____

3

Repeat: _____

7

Best hooks? _____

4

Remove: _____

8

Publishing Checklist

A final quality gate before you hit publish.

1

☐ Strong hook

2

☐ Clear value

3

☐ Good formatting

4

☐ Correct spelling

5

☐ Relevant keywords

6

☐ Clear CTA

7

☐ Brand consistency

8

☐ Mobile-friendly

9

☐ Published at the right time

10

☐ Engagement plan ready

AI Master Content Prompt

Copy a prompt, replace the brackets, and run it in your preferred AI tool.

Create a [FORMAT] for [PLATFORM] for a [BUSINESS] targeting [AUDIENCE].

1

Goal: [GOAL]. Offer: [OFFER]. Content pillar: [PILLAR]. Tone: [TONE].

2

Give me 3 hooks, one complete draft, one CTA, and 5 relevant keywords.

3

Keep the message specific, practical, concise, and aligned with the audience's main problem.

4

AI Prompts for Hooks & Captions

Copy a prompt, replace the brackets, and run it in your preferred AI tool.

1

Hooks: Generate 20 scroll-stopping hooks for [topic] aimed at [audience]. Avoid clichés.

2

Captions: Write 5 captions using Hook → Value → Proof → CTA for [offer].

3

Reels: Write a 30-second Reel script with hook, 3 beats, and CTA.

4

Stories: Create a 5-frame Story sequence that moves from problem to action.

AI Prompts for Strategy & Repurposing

Copy a prompt, replace the brackets, and run it in your preferred AI tool.

1

Strategy: Build a 30-day content plan for [business], [audience], [goal], using 5 pillars.

2

Ideas: Generate 30 non-repetitive topics based on these audience questions: [questions].

3

Repurpose: Turn this idea into a Reel, carousel, Story, X post, LinkedIn post, and email.

4

Monthly plan: Balance education, engagement, conversion, authority, and brand content.

AI Prompts for Performance & Improvement

Copy a prompt, replace the brackets, and run it in your preferred AI tool.

1

Analyze this content performance data and identify the top 3 patterns.

2

Compare winning vs weak hooks and explain what changed.

3

Recommend 10 new topics based on the best-performing content.

4

Suggest CTA improvements based on clicks, comments, leads, and sales.

5

Create next month's test plan using the lessons from this month.

Hook Testing + CTA Match Guide

HOOK TESTING MATRIX

Hook A Performance: _____

Hook B Performance: _____

Hook C Performance: _____

Winner Performance: _____

CTA MATCH GUIDE

Engagement → Comment

Lead → DM

Sales → Buy / Get Offer

Traffic → Visit Website

Community → Follow

30-Day Action Plan

Your next 30 days start here.

PLAN

Choose your goal, audience, pillars, and calendar.

CREATE

Batch content using the hooks, formulas, and AI prompts.

PUBLISH

Stay consistent and invite action.

MEASURE

Track reach, engagement, leads, and sales.

IMPROVE

Keep winners, fix weak points, and test new angles.

REPEAT

Turn your best lessons into the next 30-day system.

Bonus: 30-Day Content Planner Dashboard

One-page command center for your next month.

MONTH'S GOAL

PRIMARY PLATFORM

TOP 3 CONTENT PILLARS

PUBLISHING TARGET

_____ posts / week

PRIMARY KPI

END-OF-MONTH WIN
