

Social Media Content Calendar for The Social Connector

This content calendar is designed to help you, as a Social Connector, effectively share Epicure products with your friends and family. It emphasizes maintaining casual connections while earning a little extra income. Below is a suggested one-month plan to help you stay organized and successful in your endeavours.



Week/Day	Activity	Details
Week 1	<i>Goal:</i> Introduce your audience to your favourite Epicure products and share personal experiences.	
Day 1	Product Post	Share a photo of your favourite Epicure product with a caption about why you love it. Highlight the benefits and how it fits into your daily routine. Engagement Tip: Ask your followers to share their favourite Epicure products in the comments. If they are new to Epicure tell them to comment new ← be sure to follow-up in the DM's.
Day 3	Conversation Starter	Reach out to 2-3 friends or family members to share your experience with a new Epicure product or meal idea. Invite them to try it with you. Follow-Up: Make note of their reactions and any interest shown.
Day 5	Story Post	Share a series of Instagram or Facebook stories featuring a quick recipe using Epicure products. Include a step-by-step guide or short video clips. Engagement Tip: Use polls or questions to engage viewers.

Week/Day	Activity	Details
Week 2	<i>Goal:</i> Focus on connecting through meaningful conversations and hosting a mini-event.	
Day 8	Meal Idea Post	<p>Create a post about a new meal you've tried using Epicure products. Include a photo and a brief recipe.</p> <p>Engagement Tip: Encourage followers to try the recipe and share their results.</p>
Day 10	Host Conversations	<p>Personally message 2-3 individuals to discuss your recent Epicure experiences. Share any positive feedback from others who have tried the products. Follow-Up: Keep track of interested individuals for future interactions.</p>
Day 12	Event Announcement	<p>Announce an upcoming virtual or in-person mini-event — it is recommended that you host your own mini-event monthly. Provide details and invite followers to join. Make it enticing by mentioning a theme or special feature.</p> <p>Engagement Tip: Use a countdown or reminder post to increase anticipation and be sure to personally invite. Do not</p>

just rely on social media posts to grow your guest list.

Week/Day	Activity	Details
Week 3	<i>Goal:</i> Engage your audience with interactive content and run your mini-event.	
Day 15	Interactive Post	Share a fun quiz or poll related to Epicure products or meal preferences. Use engaging visuals to attract attention. Engagement Tip: Encourage followers to participate by offering a small incentive, such as a recipe download, sample or meal solution.
Day 17	Mini Event NOTE: <i>Mini event does not need to be elaborate, but it does need to be fun and interactive. Think of a LIVE Video, Product Bingo, Product Review, Cooking Demo and more</i>	Host your planned virtual or in-person event. Conduct a quick demo or themed party showcasing Epicure products. Follow-Up: Engage with attendees during and after the event. Gather feedback and answer any questions.
Day 19	Event Recap	Share highlights from your mini-event. Include photos, participant testimonials, currently monthly promos and a short video recap. Engagement Tip: Thank participants and invite those who missed it to attend next time.

Week/Day	Activity	Details
Week 4	<i>Goal:</i> Reflect on your progress and set goals for the next month.	
Day 22	Success Story Post	Share a success story or testimonial from someone who has benefited from using Epicure products. Highlight their experience and any positive outcomes. Engagement Tip: Encourage others to share their stories in the comments.
Day 24	Progress Tracking	Review your sales and interactions over the past month. Set small, manageable goals for the upcoming month. Follow-Up: Adjust your approach based on what worked well.
Day 26	Gratitude Post	Express gratitude to your followers for their support and engagement. Share your excitement for what's to come in the next month. Engagement Tip: Ask followers for feedback on what they'd like to see in future posts or events.

This content calendar serves as a guideline to help you maintain consistent and engaging social media activity. Feel free to adjust it according to your personal style and audience preferences. Happy connecting!