



THE CONTENT COMPANION

A Social Media Planner
June to December 2026

GARETH WRIGHT DESIGN



A Practical Handbook for Business Owners, Marketers & Creatives

The Content Companion is more than just a calendar it's your creative partner. We've designed this space to help you organise your ideas, optimise your schedule, and finally see the financial results your hard work deserves. **It's time to post with purpose and get paid for your passion.**

Mastering Monetisation and Promotion on Social Media

In the current digital economy, social media has evolved from a simple networking tool into a powerhouse for revenue generation and brand growth. Whether you are an individual creator or a business owner, success requires a strategic blend of value-driven content and targeted promotion.

Building a Monetisation-Ready Foundation

Before you can make money, you must establish a professional presence that attracts both followers and partners.

- **Niche Selection:** Focus on a specific area where your expertise meets a market demand. Narrowing your focus makes you more attractive to sponsors and makes it easier to build a loyal community.
- **Optimise Your Profile:** Your bio is your digital storefront. Use a clear profile picture, a concise description of the value you provide, and a clickable link (using tools like Linktree or a direct website URL).
- **Consistency and Quality:** Algorithms prioritise active accounts. Develop a content calendar to ensure regular posting, but never sacrifice quality for quantity.

Primary Monetisation Strategies

Once you have an engaged audience, you can implement several revenue streams:

- **Affiliate Marketing:** Promote products you use and earn a commission on every sale made through your unique link. This is one of the easiest ways to start earning without creating your own product.
- **Brand Partnerships:** Collaborate with companies for sponsored posts. Focus on brands that align with your values to maintain trust with your audience.
- **Selling Digital Products:** Create and sell e-books, online courses, templates, or presets. These offer high profit margins since they only need to be created once.
- **Platform Ad Revenue:** Programs like the YouTube Partner Programme or TikTok's Creator Rewards Programme allow you to earn money directly based on your view counts.

Effective Promotion Techniques

Promoting your business on social media is about more than just "selling"; it is about building relationships.

- **The 80/20 Rule:** 80% of your content should be educational, entertaining, or inspiring, while only 20% should be a direct pitch for your products or services.
- **Leverage Short-Form Video:** Reels, TikToks, and Shorts are currently the best tools for organic reach. Use trending audio and "hook" viewers in the first three seconds to stop the scroll.
- **Engagement as Promotion:** Social media is a

two-way street. Respond to comments, engage with other creators in your niche, and use polls or Q&A stickers to involve your audience in your business journey.

- **Social Proof:** Share testimonials, user-generated content, and case studies. People are more likely to buy when they see others benefiting from your offerings.

Analysing and Scaling

To grow, you must understand what is working. Use the built-in analytics tools on each platform to track engagement rates, click-through rates, and follower growth. Double down on the content formats that perform best and consider reinvesting a portion of your profits into social media advertising (like Meta or LinkedIn Ads) to reach a broader, targeted audience.

Are you looking to focus on a specific platform like Instagram or LinkedIn, or would you like to dive deeper into one of the monetisation methods mentioned?

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- 1 **Pride Month 2026**
- 1 World Reef Awareness Day, Global Day of Parents
- 1 Volunteers' Week
- 3 Global Running Day, World Bicycle Day
- 5 World Environment Day
- 7 National Cancer Survivor's Day
- 13 King's Birthday (observed)
- 14 World Blood Donor Day
- 15 Loneliness Awareness Week
- 15 Learning Disability Week, Refugee Week
- 18 Autistic Pride Day, National Clean Air Day
- 20 World Refugee Day
- 21 **Father's Day UK, Summer Solstice**
- 22 Windrush Day, World Rainforest Day
- 23 International Women in Engineering Day
- 26 National Cream Tea Day, World Refrigeration Day
- 27 Armed Forces Day, National Bingo Day

In **June**, your social media strategy should capitalise on the high energy of early summer and several key cultural milestones. Start by integrating vibrant, sun-drenched visuals and outdoor lifestyle content to align with the warmer weather and the start of vacation season. It is a crucial month for purpose-driven content; prioritise authentic participation in Pride Month by highlighting inclusivity, and develop targeted gift guides or heartfelt storytelling for Father's Day. Additionally, since June contains the Summer Solstice, use the "longest day of the year" as a hook for flash sales or interactive "day-in-the-life" stories to boost engagement during peak daylight hours.






SM	FOLLOWERS (START)	FOLLOWERS (END)	NET
 Facebook			
 X (Twitter)			
 Instagram			
 LinkedIn			
 TikTok			

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- 1 International Joke Day, Canada Day
- 3 National Bereaved Parents Day
- 4 **American Independence Day**
- 6 Children’s Art Day
- 7 Thank You Day, World Chocolate Day
- 10 Don’t Step on a Bee Day, Global Get A-Head Day
- 11 World Population Day
- 12 Orangemen’s Day (The Twelfth), Malala Day
- 15 St Swithin’s Day
- 17 World Emoji Day, Day of International Criminal Justice.
- 18 Nelson Mandela International Day
- 19 National Ice Cream Day.
- 22 Windrush Day, National Hammock Day
- 24 24/7 Samaritans Awareness Day.
- 25 National Schizophrenia Awareness Day
- 26 Parents’ Day
- 28 World Hepatitis Day, World Nature Conservation
- 30 International Day of Friendship

In **July**, social media content should lean heavily into the peak of summer vacation and the “out-and-about” lifestyle. Focus on high-energy, escapist content that features travel, outdoor dining, and cooling off from the heat, using bright and high-contrast visuals to capture the mid-summer aesthetic. It is also an ideal time for “Christmas in July” promotions or mid-summer clearance sales to capture the attention of shoppers looking for deals during a traditionally slower retail period. Since engagement often shifts to mobile as people spend more time outdoors, prioritize vertical video and interactive polls in Stories to keep your audience connected while they are on the go.






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- 1 Yorkshire Day, Lammas Day
- 1 Girlfriend Day
- 1 World Breastfeeding Week
- 7 International Beer Day
- 4 National Farmers Market Week
- 6 Playday (National Day for Play)
- 8 International Cat Day
- 9 Book Lovers Day
- 12 International Youth Day
- 12 Afternoon Tea Week
- 13 Left Handers Day
- 15 **VJ Day (Victory over Japan)**
- 19 World Humanitarian Day
- 19 **World Photography Day**
- 26 International Dog Day
- 28 August Notting Hill Carnival

In **August**, your social media strategy should revolve around the “transitional” mood of the month, blending the final peak of summer with back-to-school preparations. For brands, this is the time to pivot from high-summer leisure to organization, productivity, and “fresh start” themes. Focus on content that offers solutions for the end-of-summer transition, such as “last-minute getaway” guides or “office/school essentials” lists. Visually, you can begin moving from bright neons to warmer, late-summer tones. Additionally, August 19th is World Photography Day, which serves as a perfect opportunity to encourage user-generated content by asking followers to share their best summer photos, helping to maintain engagement as people’s routines become more structured.

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SEPTEMBER

COLOURS: SAPPHIRE BLUE, GOLDEN YELLOW, GREEN AND ORANGE

- 1 World Letter Writing Day
- 5 International Day of Charity
- 8 International Literacy Day
- 9 Emergency Services Day (999 Day)
- 19 International Talk Like a Pirate Day
- 20 British Food Fortnight
- 21 World Alzheimer's Day & International Day of Peace
- 22 Autumn Equinox (First Day of Autumn)
- 25 National Daughter's Day
- 26 European Day of Languages
- 27 World Rivers Day, World Tourism Day
- 28 National Son's Day, World Rabies Day

In **September**, your social media strategy should embrace the “reset” mentality as the autumn season begins and routines solidify. Focus on themes of productivity, cozy transitions, and preparation, using a warmer, more muted color palette to reflect the changing leaves and cooler weather. This is the prime time to highlight “fall essentials” or “autumn refreshes,” whether in fashion, home decor, or professional habits. With the change in season, interactive content like “This or That” polls regarding fall favorites such as pumpkin spice versus apple cider can drive high engagement. Additionally, as students and professionals settle back into their schedules, educational or “how-to” content that provides value for a busy lifestyle will resonate well with your audience.

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OCTOBER

COLOURS: DARK PURPLE, GOLDEN YELLOW, BLACK, ORANGE AND DEEP RED

- 1 Breast Cancer Awareness Month
- 1 Black History Month (UK)
- 1 Stoptober
- 1 International Coffee Day
- 1 World Vegetarian Day
- 1 National Poetry Day
- 1 World Habitat Day
- 2 World Smile Day
- 2 International Day of Non-Violence
- 3 National Boyfriend Day
- 3 National Techies Day
- 4 World Animal Day, National Vodka Day
- 5 World Teachers' Day, World Architecture Day
- 10 World Mental Health Day
- 10 World Day Against the Death Penalty
- 16 World Food Day, Dictionary Day
- 24 United Nations Day, World Polio Day
- 24 World Champagne Day
- 31 World Savings Day
- 31 Halloween

In **October**, social media thrives on a mix of cozy autumnal aesthetics and the high-energy excitement leading up to Halloween. This is the perfect month to lean into “moody” visuals, featuring warm tones, falling leaves, and festive decor to create a strong seasonal atmosphere. Since Halloween is a major cultural driver, consider integrating “spooky” elements into your branding, such as limited-edition products, themed tutorials, or behind-the-scenes costume prep. Beyond the festivities, October is also Breast Cancer Awareness Month, providing an opportunity for meaningful, cause-related content that resonates with your audience’s values. Engagement can be boosted through interactive storytelling, such as “pick your favourite pumpkin” polls or sharing user-generated content of followers enjoying the crisp fall weather.

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NOVEMBER

COLOURS: MAROON, GOLDEN YELLOW, CHARCOAL, FOREST GREEN AND GREY

- 1 World Vegan Day
- 1 Movember
- 2 National Stress Awareness
- 5 **Guy Fawkes Night (Bonfire Night)**
- 8 World Town Planning Day
- 8 **Remembrance Sunday**
- 11 **Armistice Day**
- 13 World Kindness Day
- 19 Social Enterprise Day
- 20 World Children's Day
- 27 **Black Friday**
- 30 **St Andrew's Day (Bank Holiday in Scotland)**

In **November**, your social media strategy in the UK should focus on the transition from Bonfire Night to the early festive season. Start the month with high-impact visuals of fireworks and “cosy night in” content, then quickly pivot to Christmas preparations as the “big switch-on” events happen in town centres across the country. Since the UK doesn't celebrate Thanksgiving, the build-up to Black Friday (27th November) is even more critical for driving engagement; use this time to share practical gift guides that help followers manage their Christmas shopping early. To resonate locally, lean into “hygge” aesthetics think chunky knits, hot chocolate, and damp-weather fashion and ensure any promotional messaging acknowledges the shorter daylight hours by focusing on comfort and light.





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- 1 World AIDS Day
- 1 Cyber Monday (Often early Dec)
- 2 International Day for the Abolition of Slavery
- 3 International Day of Disabled Persons
- 3 National Make a Gift Day
- 4 Hanukkah
- 5 International Volunteer Day
- 5 Tree Dressing Day (First weekend)
- 10 Human Rights Day
- 16 Jane Austen's Birthday
- 24 Christmas Eve
- 25 Christmas Day (Bank Holiday)
- 26 Boxing Day (Bank Holiday)
- 31 New Year's Eve / Hogmanay

In **December**, your social media strategy should lean into the festive “clutter” with a mix of heart-warming storytelling and practical gift-giving solutions. Start the month by highlighting final postage dates and “stocking filler” ideas to help your followers navigate the Christmas rush, using cosy visuals of fairy lights, knitwear, and winter markets. As the UK heads into “party season,” share relatable content about office do’s or festive gatherings to encourage engagement. Between Christmas and New Year often referred to as the “twixmas” period shift your focus to relaxation and reflection, or begin teasing your Boxing Day sales to capture the attention of bargain hunters. This is also the perfect time for a “year in review” post to celebrate your milestones and thank your community for their support throughout the year.

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POSSIBLE IDEAS

Educational / Value: (e.g., "How-to" tips, industry secrets, tutorials)

Promotional / Sales: (e.g., Product features, testimonials, "Pay" stage offers)

Personal / Behind the Scenes: (e.g., Office tours, "Day in the life," founder stories)

Engagement / Interactive: (e.g., Polls, "This or That," Q&As)

Successful Hash Tags

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EARNINGS

MONTH	WEEK 1	WEEK 2	WEEK 3	WEEK 4	TOTAL	RATING
JUNE						
JULY						
AUGUST						
SEPTEMBER						
OCTOBER						
NOVEMBER						
DECEMBER						

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