



SOCIAL MEDIA SUPPORT

The 30-Day Social Media Planning Workbook

A simple monthly planning system for businesses that want to post more consistently without scrambling for ideas.

WHO THIS IS FOR

Built for trades, B2B companies, service businesses, agencies, consultants, local SMEs and online retailers.

Plan once

Turn one planning session into a month of direction.

Stay useful

Build content around real customer questions and needs.

Stay consistent

Use repeatable content pillars instead of starting from zero.

Free practical resource from Arvelane

Start with a purpose, not a posting schedule

Social media works better when each post has a job. Before deciding what to post, decide what you want the month to achieve: visibility, trust, enquiries, education, recruitment, repeat business or a combination.

You do not need to post every day. A realistic rhythm you can sustain is more valuable than an ambitious calendar you abandon after one week.

Step 1: Pick your top three objectives

- Increase local or industry visibility
- Show expertise and build trust
- Generate enquiries or consultations
- Explain services or products more clearly
- Stay visible to existing customers
- Show the people and process behind the business
- Support recruitment or employer brand
- Drive traffic to useful website content

Your objectives

OBJECTIVE	WHO SHOULD NOTICE?	WHAT ACTION DO YOU WANT?

Step 2: Choose four content pillars

PILLAR	EXAMPLES	YOUR VERSION
Educate	Tips, answers, how-to content	
Proof	Work, results, reviews, examples	
People & process	Behind the scenes, team, values	
Offer & action	Services, availability, clear CTA	

30 ready-to-adapt post ideas

1. Answer the question customers ask you most often	2. Explain one common mistake people make before buying or booking
3. Show a before-and-after or improvement	4. Introduce a team member or founder
5. Explain what happens after someone contacts you	6. Share a short checklist your customer can use
7. Show a job, project, product or piece of work in progress	8. Explain one industry term in plain English
9. Share a customer review with context	10. Talk about the area, sector or type of client you serve
11. Explain a service people often misunderstand	12. Share three signs someone may need your help
13. Post a quick myth vs fact	14. Show your tools, systems or behind-the-scenes process
15. Share a useful website resource or guide	16. Answer a pricing or value question without overpromising
17. Explain how you keep customers informed	18. Share a lesson learned from real work
19. Show a finished result and explain the challenge	20. Introduce a partner, supplier or platform you use
21. Create a short FAQ post	22. Share an availability or booking update
23. Explain what makes a good-fit customer or project	24. Share a seasonal reminder relevant to your audience
25. Turn a longer blog or guide into three quick points	26. Ask your audience a useful question
27. Share a common problem and the first step to fixing it	28. Highlight one service with a real-world example
29. Explain what customers can prepare before working with you	30. End the month with a recap, useful takeaway or next-step CTA

A simple weekly mix

WHEN	CONTENT TYPE	YOUR IDEA
Monday	Useful tip / education	
Wednesday	Proof, work or process	
Friday	People, FAQ or offer	

A caption formula you can reuse

HOOK > VALUE > PROOF > CTA

HOOK - earn attention in the first line.

VALUE - answer, explain, show or teach something useful.

PROOF - add a real example, detail or reason to trust you where relevant.

CTA - tell the reader what to do next: comment, save, visit, message or enquire.

Your next 12 posts

DATE	PLATFORM	PILLAR	POST IDEA	CTA

Need a hand putting this into action?

Arvelane provides flexible UK-based business support for trades, B2B companies, service businesses, agencies, consultants, online retailers and growing SMEs. You can use us for a few hours of focused support or ongoing monthly capacity.

- Content strategy and practical planning
- Captions, content calendars and scheduling
- Canva graphics and platform administration
- Community support, messages and basic reporting

A simple next step

If social media support is taking time away from the work only you can do, we can help you build a practical support plan around your business.

Explore Social Media Support at arvelane.co.uk/#/social-media-support

arvelane.co.uk | hello@arvelane.co.uk

More support. More capacity. More time to grow.

Note: This resource is general practical guidance and is not legal, financial, employment or regulatory advice.