

**SOCIAL**

**MEDIA**

**CONTENT**

**PLANNER**

**2021**  
edition



PARTY BUSINESS  
**GROWTH**  
SOLUTIONS

# How to use this Social Media Content Planner

**This Social Media Content Planner provides you with a 12-month, 365-day calendar full of social media content ideas.**

Each day you'll see a different idea / prompt to inspire your social media posts for that day. This will save you tons of time and effort as it takes most of the tedious work out of the process for you. Now you can spend less time worrying about what to post and more time on the fun stuff like adding your own personality and creativity to each post.

The ideas in this calendar will work no matter where you are in the world and no matter what type of Kids Entertainment business you run. This calendar is in English and does have dates and holidays that are specific to the US, simply move those ideas around to dates that make more sense for you and you are good to go!

## Some helpful tips for you:

### Keep your posts relevant

Make sure you know your audience really well to be sure you are posting content that will engage them effectively. You should also always try to relate your posts back to your business!

*Don't say this:*  
"What's your child's favorite TV show?"

*Say this instead:*  
"We're always learning new ways to entertain your children and we take inspiration from everywhere! What's your child's favorite TV shows these days??"

### Keep a natural dialogue with your followers

i.e. talk WITH them, not AT them

*Don't say this:*  
"I saw this video and really liked it, thought I should share with you."

*Say this instead:*  
"Have you ever woken up on the wrong side of the bed and just needed some great inspiration to get your day started? Well, this video did exactly that for me today, maybe it'll put a smile on your face too :)"

### Post with a plan

Don't just post for the sake of posting.  
Quality over quantity.  
Have a plan and see it through.  
And, use your social media strategically to drive your business forward!

### HAVE FUN!

Social Media is supposed to be that... SOCIAL!  
Be yourself, connect with other people and have fun!

# 2021

**January**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**February**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

**March**

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	1	2	3	4	5	6
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**April**

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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24	25	26	27	28	29	30

**May**

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						1
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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**June**

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		1	2	3	4	5
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20	21	22	23	24	25	26
27	28	29	30			

**July**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**August**

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**September**

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			1	2	3	4
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**October**

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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**November**

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**December**

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			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# January 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Wish your followers a happy new year!	2 ASK: What are your new year's resolutions this year?
3 SHARE: an article that connects with the entertainment you provide	4 Share an inspirational video	5 Share a recent company accomplishment (e.g. we just ran our 100th event of the year!)	6 Share your company's support for a charity or cause	7 Share an inspirational quote	8 Answer a question you are frequently asked	9 Promote a new/popular blog, pic or video from your company
10 ASK: Who has made a difference in your child's life? Tag them!	11 Share a favorite movie quote	12 Share a kid-friendly joke	13 Share an activity parents can do with their kids that relates to what you do	14 Share a funny kid related meme	15 Before and After picture of a transformation (e.g. packing bags for a big event)	16 Post about a recent event you had, with pics or video!
17 Run a contest (e.g. Win a free event, Win free upgrades...)	18 Team Member Spotlight - post a fun bio on someone on your team	19 Share a list of things to consider when picking entertainment for your kids' party	20 Take a selfie and share a bit about your day	21 Share a funny/adorable kid related video	22 Ask for customer feedback on something specific	23 Throwback - share a memory from your company's early days
24 Promote a new/popular blog, pic or video from your company	25 ASK: What shows are you watching with your kids that you all love? Looking for great recommendations :)	26 Giveaway something for free! (e.g. coloring sheets, craft instructions...)	27 Share your story - why/how did you get into this business	28 Share a funny kid related GIF	29 ASK: Who would your kid like to meet more than anyone else?	30 Post about a recent event you had, with pics or video!
31 Post a blurry / zoomed pic of an item you use at your events. Challenge your followers to guess what it is :)						

# February 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Black History Month	2 Happy Groundhog Day!	3 Are you hiring? Post about it!	4 Share an inspirational quote	5 Share a testimonial from a happy customer (with pics or video is best!)	6 Promote a new/popular blog, pic or video from your company
7 Reshare an older top performing post	8 Share a favorite book	9 Promote your other social media accounts	10 @mention a person or company that you look up to	11 Share a funny kid related meme	12 Chinese New Year	13 ASK: What's your favourite indoor activity for kids around town?
14 Happy Valentines Day!	15 Show your company culture with a picture of you and your team at work	16 Share a funny/adorable kid related video	17 Share a little known fun fact about yourself or your biz	18 Share a valuable lesson you learned from a business "failure"	19 Promote a new/popular blog, pic or video from your company	20 It's 'Love Your Pet Day'. Post a pic and share a story about your pet(s)
21 Share a link to a free resource for parents	22 Team Member Spotlight - post a fun bio on someone on your team	23 Quick video of you sharing a quick and helpful tip, like a game to play at home	24 Share something you are excited about that's coming up for your company	25 Share a funny kid related GIF	26 Share the story about your most embarrassing party moment	27 Post about a recent event you had, with pics or video!
28 Share a picture and story of something fun that you have on your desk						

# March 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 It's Women's History Month	2 Share your top 3 tips to planning a great birthday party	3 Share an inspirational quote	4 Answer a question you are frequently asked	5 Promote a new/popular blog, pic or video from your company	6 SHARE: an article that connects with the entertainment you provide
7 ASK: If you were a superhero, which superhero would you like to be?	8 Make a video announcing a new service or special offer	9 Share an inspirational video	10 Share a funny kid related meme	11 ASK: What's your favorite spring activity?	12 Post about a recent event you had, with pics or video!	13 Don't forget to Spring your clocks forward!
14 Share a favorite movie	15 Share a kid-friendly joke	16 Share a funny/adorable kid related video	17 Happy St. Patrick's Day	18 Promote a new/popular blog, pic or video from your company	19 First Day of Spring :)	20 Share a list of things to consider when deciding where to host your kids party, home vs venue
21 Share a picture or video of you playing with the materials you use at your events	22 Share a fun kid-related article	23 Give a shoutout to a client/family that has inspired you	24 #GoodMorning - Share your morning view and your goal for the week	25 Share a funny kid related GIF	26 Post about a recent event you had, with pics or video!	27 Promote another business you work closely with. Tag them!
28 Team Member Spotlight - post a fun bio on someone on your team	29 Share your company values	30 Share an inspirational quote	31 Share an article with April Fools day ideas for parents			

# April 2021

## Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 April Fools Day!!!	2 Promote a new/popular blog, pic or video from your company	3 Share a link with fun Easter day activities
4 Happy Easter!	5 ASK: How was your long weekend? Answer with an emoji!	6 Take a selfie of you and your pet or family	7 Share a funny kid related meme	8 Reshare an older top performing post	9 Post about a recent event you had, with pics or video!	10 #Trivia - Test your followers knowledge about your business or your industry
11 Share a testimonial from a happy customer (with pics or video is best!)	12 Share a favorite song	13 Share a list of fun things to do on a rainy day	14 Share a funny/adorable kid related video	15 ASK: If you won the lottery, how would you spend your winnings? What would your kids ask for?	16 Promote a new/popular blog, pic or video from your company	17 Run a contest (e.g. Win a free event, Win free upgrades...)
18 Review a new kids toy or game	19 Share what you love about the business you're in	20 Promote your other social media accounts	21 Share an activity parents can do with their kids that relates to what you do	22 Share a funny kid related GIF	23 Post about a recent event you had, with pics or video!	24 Share a list of questions to ask before hiring a party entertainer
25 Team Member Spotlight - post a fun bio on someone on your team	26 Giveaway something for free! (e.g. coloring sheets, craft instructions...)	27 Share an inspirational video	28 Post a blurry / zoomed pic of an item you use at your events. Challenge your followers to guess what it is :)	29 ASK: What have you read with your kids that you love? Looking for great recommendations :)	30 Promote a new/popular blog, pic or video from your company	

# May 2021

## Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 SHARE: an article that connects with the entertainment you provide
2 @mention a person or company that inspired you to do what you do!	3 Share an inspirational quote	4 Star Wars Day, May the 4th be with you!	5 Cinco de Mayo!	6 Answer a question you are frequently asked	7 Post about a recent event you had, with pics or video!	8 Ask for customer feedback on something specific
9 Happy Mothers' Day!	10 Show your company culture with a picture of you and your team at work	11 Share a kid-friendly joke	12 Share a little known fun fact about yourself or your biz	13 Share a funny kid related meme	14 Promote a new/popular blog, pic or video from your company	15 ASK: What's your favourite free activity for kids around town?
16 Share a recent company accomplishment (e.g. we just ran our 100th event of the year!)	17 Share the story about your most touching party moment	18 Share your company's support for a charity or cause	19 Share a funny/adorable kid related video	20 ASK: What would you like to tell your 5th grade self?	21 Throwback - share a memory from your company's early days	22 Post about a recent event you had, with pics or video!
23 Team Member Spotlight - post a fun bio on someone on your team	24 Quick video of you sharing a quick and helpful tip, like a game to play at home	25 Share something you are excited about that's coming up for your company	26 Share a funny kid related GIF	27 Share a testimonial from a happy customer (with pics or video is best!)	28 Promote a new/popular blog, pic or video from your company	29 Go Live! Do a live stream performance
30 Are you hiring? Post about it!	31 Share a list of your "hilarious confessions of a kids entertainer"					



# June 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Reshare an older top performing post	2 Share an inspirational quote	3 Share a testimonial from a happy customer (with pics or video is best!)	4 Answer a question you are frequently asked	5 Share a picture or video of you playing with the materials you use at your events
6 Make a video announcing a new service or special offer	7 Promote your other social media accounts	8 ASK: What's your favorite summer activity?	9 Share a funny kid related meme	10 Share an article to help parents prep for the end of school season	11 Promote a new/popular blog, pic or video from your company	12 Share a link to a free resource for parents
13 Share a favorite movie quote	14 Post about a recent event you had, with pics or video!	15 Review a new kids movie or book	16 Share a funny/adorable kid related video	17 Share a link with great Fathers Day crafts for kids	18 ASK: Describe a perfect birthday party for your kids?	19 Share something about yourself, what's your favorite thing to do in the summer?
20 Happy Fathers Day!	21 It's officially summer, yay!	22 Share an inspirational video	23 #GoodMorning - Share your morning view and your goal for the week	24 Share a funny kid related GIF	25 Promote a new/popular blog, pic or video from your company	26 Share a video of your team preparing for an event
27 Team Member Spotlight - post a fun bio on someone on your team	28 Share your company values	29 Share a little-known feature about your services	30 Share an inspirational quote			

# July 2021

## Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Post about a recent event you had, with pics or video!	2 SHARE: an article that connects with the entertainment you provide	3 Share a favorite book
4 Happy 4th of July!	5 Share a kid-friendly joke	6 Post a selfie of how you are spending your day	7 Share a funny kid related meme	8 Survey your followers to see what they'd like to see you add to your services	9 Promote a new/popular blog, pic or video from your company	10 Share a fun game to play to cool off in the hot summer weather
11 ASK: What's the hardest part of being a parent?	12 Post a special offer!	13 ASK: If you had 1 million dollars to spend on your child's birthday party, what would you do?	14 Share a funny/adorable kid related video	15 It's "Get to Know Your Customers Day"	16 #Trivia - Test your followers knowledge about your business or your industry	17 Run a contest (e.g. Win a free event, Win free upgrades...)
18 It's "National Ice Cream Day", yum!	19 Post about a recent event you had, with pics or video!	20 Share an activity parents can do with their kids that relates to what you do	21 Share a funny kid related GIF	22 ASK: We're always looking to connect with new people. So, how did you first find us?	23 Promote a new/popular blog, pic or video from your company	24 Promote another business you work closely with. Tag them!
25 Team Member Spotlight - post a fun bio on someone on your team	26 Giveaway something for free! (e.g. coloring sheets, craft instructions...)	27 Share your story - why/how did you get into this business	28 Post a blurry / zoomed pic of an item you use at your events. Challenge your followers to guess what it is :)	29 Share an inspirational video	30 Post about a recent event you had, with pics or video!	31 Show your company culture with a picture of you and your team at work

# August 2021

## Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Share a favorite movie	2 ASK: Who is your favorite children's movie character from when you were a kid?	3 @mention a person or company that challenges you to be the best you can be	4 Share an inspirational quote	5 Share a testimonial from a happy customer (with pics or video is best!)	6 Promote a new/popular blog, pic or video from your company	7 Ask for customer feedback on something specific
8 Share your company's support for a charity or cause	9 Promote your other social media accounts	10 Share a little known fun fact about yourself or your biz	11 Share a funny kid related meme	12 Reshare an older top performing post	13 Friday the 13th, yikes!	14 Share an article to help parents with the back to school season
15 Share a memory from a past event	16 ASK: What's your favourite free activity for kids around town?	17 Post a selfie of you with your pets or family	18 Share a funny/adorable kid related video	19 Share a link to a free resource for parents	20 Promote a new/popular blog, pic or video from your company	21 Share the story about your most embarrassing party moment
22 Team Member Spotlight - post a fun bio on someone on your team	23 Quick video of you sharing a quick and helpful tip, like a game to play at home	24 Share something you are excited about that's coming up for your company	25 Share a funny kid related GIF	26 ASK: What's the best part of living with kids?	27 Post about a recent event you had, with pics or video!	28 Share an inspirational video
29 ASK: Who is your child's favorite movie character?	30 Do a feature on your most popular service/product	31 Make a video announcing a new service or special offer				

# September 2021

## Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Share an inspirational quote	2 Promote another business you work closely with. Tag them!	3 Promote a new/popular blog, pic or video from your company	4 SHARE: an article that connects with the entertainment you provide
5 Share a selfie showing how you are enjoying the long weekend	6 ASK: How was your long weekend? Answer with a GIF	7 Start A Convo: Would you rather be famous or the best friend of someone famous?	8 Share a funny kid related meme	9 Answer a question you are frequently asked	10 Throwback - share a memory from your company's early days	11 Post about a recent event you had, with pics or video!
12 Ask for customer feedback on something specific	13 Share your top 3 things to avoid when planning a party	14 Share a kid-friendly joke	15 Share a funny/adorable kid related video	16 ASK: Who was your hero when you were a kid?	17 Promote a new/popular blog, pic or video from your company	18 Share a favorite song
19 Share a picture or video of you playing with the materials you use at your events	20 Share a recent company accomplishment (e.g. we just ran our 100th event of the year!)	21 Share a funny kid related GIF	22 First day of Fall	23 ASK: What's your favorite fall activity?	24 Post about a recent event you had, with pics or video!	25 Share your company's support for a charity or cause
26 Team Member Spotlight - post a fun bio on someone on your team	27 Share your company values	28 Post about something on our "business" bucket-list	29 #GoodMorning - Share your morning view and your goal for the week	30 Promote a new/popular blog, pic or video from your company		

# October 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 It's Breast Cancer Awareness Month	2 Share a testimonial from a happy customer (with pics or video is best!)
3 Are you hiring? Post about it!	4 Take a selfie of you and your pet or family	5 Share a story about the coolest thing you've seen at a party	6 Share an inspirational quote	7 Reshare an older top performing post	8 Post about a recent event you had, with pics or video!	9 Survey your followers to see what they'd like to see you add to your services
10 Share what you love about the business you're in	11 Promote your other social media accounts	12 Share an activity parents can do with their kids that relates to what you do	13 Share a funny kid related meme	14 ASK: What's the funniest thing one of your kids has ever said or done?	15 Promote a new/popular blog, pic or video from your company	16 Run a contest (e.g. Win a free event, Win free upgrades...)
17 ASK: Fill in the blank - "My favorite thing about my kid(s) is _____"	18 Review a new kids toy or game	19 Share an inspirational video	20 Share a funny/adorable kid related video	21 Post a special offer!	22 Post about a recent event you had, with pics or video!	23 #Trivia - Test your followers knowledge about your business or your industry
24 Team Member Spotlight - post a fun bio on someone on your team	25 Giveaway something for free! (e.g. coloring sheets, craft instructions...)	26 ASK: If you could be ANYWHERE right now... where would it be?	27 Share a funny kid related GIF	28 ASK: What is your child's favorite book?	29 Promote a new/popular blog, pic or video from your company	30 Post a blurry / zoomed pic of an item you use at your events. Challenge your followers to guess what it is :)
31 Have a spooky Halloween!						

# November 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 SHARE: an article that connects with the entertainment you provide	2 @mention a person or company that brings you joy	3 Share an inspirational quote	4 Answer a question you are frequently asked	5 Post about a recent event you had, with pics or video!	6 Don't forget to fall your clocks back!
7 Show your company culture with a picture of you and your team at work	8 Share a kid-friendly joke	9 Tease your followers about your upcoming Black Friday specials	10 Share a funny kid related meme	11 ASK: What was the best birthday party you had when you were a kid?	12 Promote a new/popular blog, pic or video from your company	13 Share something you are excited about that's coming up for your company
14 Team Member Spotlight - post a fun bio on someone on your team	15 Share the story about your most touching party moment	16 Share a little known fun fact about yourself or your biz	17 #GoodMorning - Share your morning view and your goal for the week	18 Share a funny/adorable kid related video	19 Post about a recent event you had, with pics or video!	20 Promote another business you work closely with. Tag them!
21 Do a feature on your most popular service/product	22 Quick video of you sharing a quick and helpful tip, like a game to play at home	23 Share a funny kid related GIF	24 Share a testimonial from a happy customer (with pics or video is best!)	25 Happy Thanksgiving! Thank your followers	26 Black Friday	27 ASK: What is your child's favorite TV show?
28 First day of Chanukah	29 Cyber Monday	30 Giving Tuesday				

# December 2021

# Social Media Content Planner

For Kids Entertainers

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Go Live! Do a live stream performance	2 Promote a new/popular blog, pic or video from your company	3 Share an inspirational quote	4 Post about a recent event you had, with pics or video!
5 Make a video announcing a new service or special offer	6 Review a new kids movie or book	7 Share an inspirational video	8 Share a funny kid related meme	9 ASK: What's your favorite winter activity?	10 Share your top 3 money-saving party planning tips	11 Start A Convo: Would you rather have to sit all day or stand all day?
12 Share a picture or video of you playing with the materials you use at your events	13 Promote your other social media accounts	14 Share a funny/adorable kid related video	15 Share a list of great things to do around town during the holiday season	16 Reshare an older top performing post	17 Post about a recent event you had, with pics or video!	18 Share a memory from a past event
19 Team Member Spotlight - post a fun bio on someone on your team	20 Show your workspace and how it inspires you	21 First day of Winter	22 Share a funny kid related GIF	23 Promote a new/popular blog, pic or video from your company	24 Christmas Eve :)	25 Merry Christmas
26 Happy Kwanzaa	27 Share your company values	28 Share an inspirational video	29 ASK: What is your child's favorite holiday tradition?	30 Host a poll: How are you ringing in the new year?	31 New Year's Eve, party on!!	