

SAMPLE MONTH — Content is fully made up, this is just a sample.
Once you align on a calendar, then you assign who gives you that content.
Create a process for receiving the content so people are clear and you can manage it easier.

	MON	TUE	WED	THUR	FRI	SAT	SUN
WEEK 1	<p>New Diver Shorts:</p> <p>5 OW 4 Rescue 3 AOW</p>	<p>Product feature:</p> <p>New Dive computers</p>	<p>How to / Edu Post</p> <p>Get your mask ready for class</p>	<p>Trip Thursdays</p> <p>3 Spots left for Cayman Feb 25 Reel</p>	<p>Friday Fills</p> <p>Angie talks about student who got job in aquarium after OW cert!</p>	<p>On Location with Classes</p> <p>Stories, Tags, Student Posts, etc.</p>	<p>New diver celebrations!</p> <p>Shop lunch, t-shirt pics!</p> <p>Get your Cert with us CTA</p>
WEEK 2	<p>New Diver Shorts:</p> <p>11 OW 2 Rescue 5 AOW 2 DPV</p>	<p>Product features:</p> <p>Best regulators for ice diving</p>	<p>How to / Edu Post</p> <p>Properly care for your BCD after diving</p>	<p>Trip Thursdays</p> <p>6 Spots left for Cozumel Oct 25 Reel</p>	<p>Friday Fills</p> <p>Instructors tell inspiring stories</p>	<p>On Location with Classes</p> <p>Stories, Tags, Student Posts, etc.</p>	<p>New diver celebrations!</p> <p>Shop lunch, t-shirt pics!</p> <p>Get your Cert with us CTA</p>
WEEK 3	<p>Monday Blues:</p> <p>Shots from La Paz — add yours!</p>	<p>Product features:</p> <p>New camera housing</p>	<p>Get your OW cert this month, classes available on XYZ dates</p>	<p>SOLD OUT, get on the waiting list for Komodo when we do it again!</p>	<p>Friday fills –</p> <p>Karina talks about the Girl Scouts</p>	<p>On Location with Classes</p> <p>Stories, Tags, Student Posts, etc.</p>	<p>New diver celebrations!</p> <p>Shop lunch, t-shirt pics!</p> <p>Get your Cert with us CTA</p>
WEEK 4	<p>Monday Blues:</p> <p>Shots from Fiji — add yours!</p>	<p>Product features:</p> <p>New Fins in stock!</p>	<p>Night/deep diver promo, teen scuba camps</p>	<p>2 spots left for Belize</p>	<p>Friday Fills</p> <p>Phil talks about Diveheart</p>	<p>On Location with Classes</p> <p>Stories, Tags, Student Posts, etc.</p>	<p>New diver celebrations!</p> <p>Shop lunch, t-shirt pics!</p> <p>Get your Cert with us CTA</p>

Themes:

Monday — New Diver Shorts (training season) / Monday Blues (off-season)

- New certified diver photos & super short vids on why they certified/loved it!
- best bluewater diving shots, make it an “add yours” story to get engagement, build community

Tuesday — Products (do these as videos with someone talking about them so they’re more engaging)

- New products available in the shop – what’s going to drive revenue?
- Sales features (is anything on discount that will drive foot traffic?)
- Product reviews (have someone who’s passionate about a brand of gear give a review)

Wednesday — How-to / Class Features

- How can you save time for your instructors with new OW divers? Setting up fins, setting up masks, getting rid of packaging + dive against debris, etc.
- OW, AOW, Rescue, Specialties - Certification promos (2 slots left in this class! Type of thing)
- Specialty promos
- Scuba camps
- Wednesday night group dive promo in summer

Thursday — Travel feature —

- Feature open slots on upcoming trips
- Build FOMO/awareness from past trip photos
- Take polls about where people want to go
- Drive & Dive announcements

Friday — Friday Fills

- It’s the day we get our tanks filled for adventures so let’s tell inspiring stories to fill peoples’ tanks!
- Great way to feature instructors and dive staff talking about WHY they dive.

Saturday — Classes in Action

- Instructors and DM’s can be feeding content through stories by tagging DWA during classes
- Feature Content sourced from classes as they happen or classes from prior weekend

Sunday — Celebration

- Show the shop lunch & happy divers with a call to action to come get cert’d