

Month 1 - Instagram Feed

Strategy: Expand reach and gain followers by collaborating with small businesses, using high-performing hashtags, maintaining a consistent posting schedule, and tagging relevant creators and influencers.

Post times: morning and evenings.

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
	Content Type: Carousel Post	Content Type: Carousel Post	Content Type: Carousel Post	Content Type: Carousel Post	Content Type: Carousel Post
	Strategy: Increase Followers	Strategy: Increase Followers	Strategy: Increase Followers	Strategy: Increase Followers	Strategy: Increase Followers
	Content Pillar: Spiritual	Content Pillar: Physical	Content Pillar: Spiritual	Content Pillar: Mental	Content Pillar: Physical
	Description: Share simple ways to stay spiritually grounded during a busy week.	Description: Share a few simple ways to stay active and energized throughout the day, especially when balancing study and work.	Description: Show how to incorporate spiritual practices into everyday activities, from morning routines to study breaks.	Description: Share simple ways to improve mental clarity and reduce stress, perfect for staying focused on tasks while maintaining well-being.	Description: Offer tips for staying physically active even when time is limited, focusing on mindful movement and fitness.
	Content Type: Reel		Content Type: Reel		
	Strategy: Increase Reach	Hashtags: #StayActive #EnergizeYourDay #StudyAndWorkBalance #ActiveLifestyle	Strategy: Increase Reach	Hashtags: #MentalClarity #StressFreeLiving #StayFocused #ClearMind	Content Type: Reel
	Content Pillar: Spiritual				Strategy: Increase Reach

	<p>Description: Share a 5-minute mindfulness practice for a busy day.</p> <p>Hashtags: #SpiritualGrounding #MindfulLiving #GroundingPractices #SpiritualSelfCare</p>	<p>#BoostYourEnergy #ProductivityTips</p>	<p>Content Pillar: Spiritual</p> <p>Description: Share a short spiritual ritual prayer to center yourself in the middle of the week and reconnect with your faith.</p> <p>Hashtags: #SpiritualRoutine #MindfulLiving #EverydaySpirituality #MorningRituals #MindfulnessInAction #SpiritualSelfCare #InnerPeaceDaily</p>	<p>#MindfulnessMatters</p>	<p>Content Pillar: Physical</p> <p>Description: Share a quick stretching routine to relieve tension and boost energy before the weekend.</p> <p>Hashtags: #MindfulMovement #QuickFitness #StayActive #FitnessIn5 #MoveWithPurpose</p>
Week 2	<p>Content Type: Carousel Post</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Mental</p> <p>Description: Collaborate with a small business or influencer sharing tips for</p>	<p>Content Type: Carousel Post and reel</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Mental</p> <p>Description: Share tips for managing stress during a busy week and</p>	<p>Content Type: Carousel Post</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Spiritual</p> <p>Description: Share a personal reflection on how spiritual practices</p>	<p>Content Type: Carousel Post</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Physical</p> <p>Description: A Simple Wellness Strategy to</p>	<p>Content Type: Carousel Post and Reel</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Mental</p> <p>Description: A calming, heart-shaped nature image</p>

	<p>managing stress during a busy week and staying mentally strong.</p> <p>Hashtags: #StressManagementTips #MentalStrength #CollaborateForWellness #BusyWeekHacks</p>	<p>staying mentally strong.</p> <p>Hashtags: #StressManagement #MentalStrength #StayCalm #StressFreeLiving #MindfulLiving</p>	<p>support mental well-being.</p> <p>Hashtags: #SpiritualWellBeing #MentalWellnessJourney #MindfulnessAndFaith #SelfReflection</p>	<p>strengthen physical Health.</p> <p>Hashtags: PhysicalHealth #WellnessStrategy #HealthyBodyHealthyMind #StrengthenYourBody</p>	<p>with soft pastel colors and popular valentines' hashtags.</p> <p>Hashtags: #ValentinesVibes #HeartInNature #SelfLoveJourney #MentalWellness #NatureHeals #MindfulMoments</p>
Week 3	<p>Content Type: Carousel Post and Reel</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Physical</p> <p>Description: Ways to stay active while studying and working.</p> <p>Hashtags: #StayActive #StudyAndMove #WorkplaceWellness #HealthyHabits #MoveWhileYouWork</p>	<p>Content Type: Post</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Mental</p> <p>Description: Collaborate with a small business or influencer and share a few mental clarity exercises to boost focus.</p> <p>Hashtags: #MentalClarity #FocusAndFlow #BoostYourFocus #CollaborateF</p>	<p>Content Type: Carousel Post and Reel</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Spiritual</p> <p>Description: Discuss how meditation or prayer can enhance spiritual strength.</p> <p>Hashtags: #SpiritualStrength #MeditationForTheSoul #PrayerPower #MindfulPrayer</p>	<p>Content Type: Reel</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Physical</p> <p>Description: Share a quick home breathing exercise.</p> <p>Hashtags: #BreathingExercise #MindfulBreathing #CalmMind</p>	<p>Content Type: Reel</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Mental</p> <p>Description: Share a calming technique for unwinding after a stressful week.</p> <p>Hashtags: #CalmingTechniques #DeStress #RelaxationTime #EndOfWeekCalm</p>

		orWellness #Mindfulness Matters			
Week 4	<p>Content Type: Carousel Post and Reel</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Mental</p> <p>Description: Share ways to reduce mental clutter and stay focused for the week.</p> <p>Hashtags: #MentalClarity #FocusAndFlow #ReduceMentalClutter</p>	<p>Content Type: Reel</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: Share a gospel-centered quote for inner peace.</p> <p>Hashtags: #InnerPeace #GospelTruth #PeaceInChrist</p>	<p>Content Type: Carousel Post and Reel</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Physical</p> <p>Description: Provide tips for stretching at your desk to improve posture and energy levels.</p> <p>Hashtags: #WorkplaceWellness #HealthyHabits #OfficeStretch #PostureCorrection</p>	<p>Content Type: Carousel Post</p> <p>Strategy: Increase Followers</p> <p>Content Pillar: Mental</p> <p>Description: Discuss the benefits of taking regular breaks for mental and physical rejuvenation.</p> <p>Hashtags: #PhysicalHealth #BreakTimeBenefits #StressRelief #FocusAndClarity</p>	<p>Content Type: Post and Reel</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: Share a personal story or reflection on how spirituality has impacted your personal growth.</p> <p>Hashtags: #FaithJourney #PersonalGrowth #InnerPeace #TrustInGod</p>

Month 1 - Pinterest Feed

Strategy: Increase Pinterest reach by using niche-specific hashtags and keywords, maintaining a consistent posting schedule, and sharing timely, relevant content.
 Pin times: morning and evenings.

Week 1	Monday	Tuesday	Wednesday	Thursday	Friday
	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: Share a motivational quote or scripture for staying spiritually grounded during a busy week. Use a mix of relevant hashtags to reach new users interested in faith-based content.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Physical</p> <p>Description: Create a pin on self-care that includes tips for quick exercises or stretching routines to stay active during study breaks using niche-specific keywords like “physical wellness” and “mindful movement.”</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: Share a simple gospel message for followers seeking mindfulness during busy days. Use popular spiritual hashtags to expand reach.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Mental</p> <p>Description: Design an infographic that offers mental health tips for students and young professionals to manage stress for academic and personal life.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Physical</p> <p>Description: Create a pin for a light workout routine that can be done in 10 minutes or less. Using keywords like “quick workout” and “fitness for busy people.” Using timely and relevant hashtags like “weekend workout” to increase non-follower reach.</p>
Week 2	Content Type: Pin	Content Type: Pin	Content Type: Pin	Content Type: Pin	Content Type: Pin

	<p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: A “Monday Motivation” faith-based scripture to inspire.</p>	<p>Strategy: Increase Impressions</p> <p>Content Pillar: Physical</p> <p>Description: Quick self-care tips for healthy snacks and hydration.</p>	<p>Strategy: Increase Reach</p> <p>Content Pillar: Mental</p> <p>Description: Share a mental reset practice (deep breathing, quick meditation, or journaling prompts). Keywords: “mindfulness for students,” “self-care tips.”</p>	<p>Strategy: Increase Impressions</p> <p>Content Pillar: Mental</p> <p>Description: “Self-Love Practices” Infographic or carousel pin featuring simple, mindful self-care practices to reduce stress and boost confidence. Includes deep breathing exercises, positive affirmations, and gratitude journaling tips with keywords.</p>	<p>Strategy: Increase Reach</p> <p>Content Pillar: Physical</p> <p>Description: Romantic self-care ideas for solo or loved ones on Valentines Day.</p>
Week 3	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: Scripture-based self-reflection</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Physical</p> <p>Description: “Midterm Energy Boost.”</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Spiritual</p> <p>Description: Midweek Spiritual</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Physical</p> <p>Description:</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Mental</p> <p>Description: Share a calming</p>

	question or journaling prompt to set the tone for the week.	Simple workouts to re-energize. Keywords: “study break fitness,” “stay active.”	Recharge pin featuring quick ways to incorporate faith into a busy schedule, such as scripture journaling, short prayers, and mindful gratitude practices with keywords.	A “desk-friendly” stretch routine for relieving tension after long study hours.	technique for unwinding after a stressful week.
Week 4	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Spiritual</p> <p>Description: Prayer or affirmation for strength and resilience during busy weeks.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Physical</p> <p>Description: Sleep hygiene tips for better rest and recovery. Keywords: “nighttime routine,” “healthy habits”.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Impressions</p> <p>Content Pillar: Spiritual</p> <p>Description: Pin featuring scripture-based encouragement to help young women stay spiritually grounded when facing challenges. Encourages saves/shares.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Mental</p> <p>Description: Discuss the benefits of taking regular breaks for mental and physical rejuvenation.</p>	<p>Content Type: Pin</p> <p>Strategy: Increase Reach</p> <p>Content Pillar: Physical</p> <p>Description: A simple, refreshing morning routine to kickstart energy for the day.</p>