

Date	Content Pillar	Content Idea	Hook Example	Format	CTA
June 1	Behind The Scenes	Studio setup for the month	"Resetting the studio for a new month"	Reel	"Ready for May?"
June 2	Educational	Product/material care tip	"One thing people always get wrong..."	Carousel	"Save this tip"
June 3	Entertainment & Personality	Funny maker moment	"POV: being your own photographer"	Reel	"Relatable?"
June 4	Your Story	Why you started your business	"I started this from my kitchen table..."	Talking Reel	"Every business starts somewhere"
June 5	Social Proof	Customer review screenshot	"Don't take our word for it..."	Graphic/Reel	"Thank you for the support"
June 6	Behind The Scenes	Packing orders	"Pack orders with me"	Reel	"Which one would you choose?"
June 7	Evoke Feeling	Cozy Sunday studio clips	"Slow Sunday in the studio"	Reel	"A little calm for your feed"
June 8	Educational	"3 ways to use/style this"	"3 ways to style this piece"	Carousel	"Which is your favourite?"
June 9	Entertainment & Personality	Small business chaos	"Running a business is basically just..."	Trend Reel	"Too real "
June 10	Evoke Feeling	Morning coffee + creating	"Quiet mornings before the chaos"	Reel	"Romanticising small business life"
June 11	Your Story	Business lesson learned	"Something I wish I knew sooner..."	Talking Reel	"Learn from my mistake"
June 12	Social Proof	Best seller feature	"You guys keep selling this out..."	Reel	"Can you blame them?"
June 13	Behind The Scenes	Process clips	"Watch this come together"	Reel	"So satisfying to watch"
June 14	Educational	Common mistakes/tips	"Most people don't know this..."	Carousel	"Save for later"
June 15	Entertainment & Personality	Trend audio	"One thing about small business owners..."	Reel	"We're all the same "
June 16	Evoke Feeling	Aesthetic workspace clips	"This feels like therapy to me"	Reel	"The comfort content we needed"
June 17	Your Story	Meet the maker	"Hi, I'm the face behind the brand"	Reel	"Thank you for being here"
June 18	Social Proof	Customer unboxing	"Customer reactions never get old"	Reel	"This made my day"
June 19	Behind The Scenes	Preparing products	"This takes way longer than people think"	Reel	"Handmade takes time"
June 20	Educational	Step-by-step process	"Here's how this is made"	Carousel/Reel	"Would you try this?"
June 21	Entertainment & Personality	Expectation vs reality	"Expectation vs reality "	Reel	"Small business edition"
June 22	Evoke Feeling	Relaxing packaging video	"A peaceful little packing moment"	Reel	"Put this on loop"
June 23	Your Story	Workspace evolution	"How my workspace changed over time"	Carousel	"Growth takes time"
June 24	Social Proof	Market/customer interaction	"Moments like this make it worth it"	Reel	"Support small businesses"
June 25	Behind The Scenes	Market prep	"Come prepare for a market with me"	Reel	"See you there?"
June 26	Educational	Product FAQ	"Answering your most asked question"	Reel	"Hope this helps!"
June 27	Entertainment & Personality	Funny fail moment	"Pottery fail "	Reel	"At least we can laugh about it"
June 28	Evoke Feeling	Comfort trend	"The internet needs more slow content"	Reel	"Take a breath"
June 29	Your Story	Biggest challenge in business	"Owning a business is hard sometimes"	Talking Reel	"You're not alone"
June 30	Social Proof	Repeat customer appreciation	"Seeing your repeat orders means everything"	Reel/Graphic	"Thank you for supporting handmade"
July 1	Behind The Scenes	End-of-month reflection	"Everything we created this month"	Reel	"Onto the next month "