



30-DAY

Social Media Growth Calendar
for Wellness Professionals



Week 1

Day	Instagram	TikTok	YouTube	Action
1	Intro post: "3 things you don't know about me"	Quick intro: "Why I'm passionate about fitness"	YouTube intro: "Welcome to my channel"	Film IG/TikTok/YouTube intros
2	Behind-the-scenes workout (stories)	"Day in the life of a trainer" (quick cut scenes)	Post your intro video on YouTube	Edit & Post IG/TikTok/YouTube
3	Reel: Quick form tip for a common exercise	Breakdown of the same tip in a TikTok format	Film a detailed explanation video (5-10 min)	Film IG/TikTok/YouTube video
4	Client testimonial (carousel)	TikTok testimonial transformation	Share the form tip video on YouTube	Edit & Post IG/TikTok/YouTube
5	Motivational quote with a personal story	Lip-sync or motivational quote with trending audio	YouTube Shorts with quick inspiration	Film quick TikTok & IG content
6	Interactive poll: "Which exercise is harder?"	TikTok poll: Show two exercises, ask which is harder	Post detailed explanation video from Day 3	Edit & Post IG/TikTok/YouTube
7	Rest day recap: Personal reflection story	TikTok rest day: Quick recap of the week	Share week 1 summary and plans for next week	Film recap for all platforms

Week 2

Day	Instagram	TikTok	YouTube	Action
8	Carousel post: "Common workout mistakes"	TikTok: Funny skit on workout mistakes	Film full "Top 5 workout mistakes" video	Film IG/TikTok/YouTube mistakes
9	Reel: Behind-the-scenes meal prep	TikTok: Quick healthy recipe tutorial	Post "Top 5 workout mistakes" video	Edit & Post IG/TikTok/YouTube
10	IG Story Q&A: "Ask me anything about fitness"	TikTok: Answer top 3 fitness questions	YouTube Q&A video (answer all questions)	Film Q&A content for all platforms
11	Workout of the day: Video or carousel	TikTok: Highlight an exercise in the routine	Share full workout of the day on YouTube	Edit & Post IG/TikTok/YouTube
12	Transformation post: Before & after (carousel)	TikTok: "How I transformed this client"	YouTube detailed transformation story	Film client transformation videos
13	Funny reel: Common gym excuses	TikTok: Common gym excuses skit	YouTube Shorts: Quick motivational clip	Film funny & motivational content
14	Personal check-in: Reflect on goals	TikTok: Reflect on weekly achievements	Recap of week 2, preview of next week	Edit & Post weekly recap content

Week 3

Day	Instagram	TikTok	YouTube	Action
15	IG Reel: "A day in the life"	TikTok: Fast cuts of your daily routine	YouTube full "Day in the life" vlog	Film daily routine content
16	IG Carousel: "How to stay motivated" tips	TikTok: Share one of the tips with trending audio	YouTube video: "5 Ways to Stay Motivated"	Edit & Post motivation content
17	IG Stories: Client shoutout	TikTok: Share a client's success story	YouTube Shorts: Quick client success	Film client success stories
18	Workout tutorial reel: Complex movement	TikTok: Tutorial for the same movement	Full breakdown of the movement on YouTube	Film workout tutorial content
19	Motivation post: Personal story (carousel)	TikTok: Personal story with motivational audio	YouTube motivation video: Full story	Edit & Post motivational content
20	Interactive quiz (stories): "What's your fitness goal?"	TikTok quiz: Poll format on fitness goals	Post workout breakdown video on YouTube	Edit & Post quiz + breakdown video
21	Recap: Share wins and challenges	TikTok: Share weekly progress	YouTube recap video of week 3	Film recap for all platforms

Week 4

Day	Instagram	TikTok	YouTube	Action
22	IG Reel: "What I eat in a day"	TikTok: Quick food diary	YouTube: Full detailed meal prep video	Film full meal prep content
23	Transformation testimonial (IGTV/Stories)	TikTok: Client transformation mini-story	Post "What I eat in a day" video on YouTube	Edit & Post transformation content
24	"Favorite gear" post: Show your go-to gym gear	TikTok: Gear review (quick style)	YouTube gear review (detailed)	Film gear review content
25	IG Story Q&A: "Ask me anything about nutrition"	TikTok Q&A: Answer top 2 questions	YouTube Q&A (longer version)	Edit & Post Q&A content
26	Workout of the week: Video or carousel	TikTok: Highlight the week's workout	Full YouTube breakdown of the workout	Film workout of the week content
27	Funny meme/reel: "Gym fails" (react to funny clips)	TikTok: Funny gym moments reaction	YouTube Shorts: Funny gym moment reaction	Film funny reaction content
28	Recap story: Reflect on the past 4 weeks	TikTok: What I learned in 4 weeks	YouTube: Recap of the full 30-day journey	Film weekly and full recap content

Week 5 (Bonus Days)

Day	Instagram	TikTok	YouTube	Action
29	IGTV: "Reflecting on my social media growth journey"	TikTok reflection: What worked, what didn't	YouTube video: 30-day reflection and lessons	Film 30-day reflection content
30	Final reel: "Top lessons learned from 30 days"	TikTok: Quick summary of top lessons	YouTube Shorts: Final motivation or lesson learned	Edit & Post final reflections

Key Notes:

- Filming Days: Days 1, 3, 5, 8, 10, 15, and 18 are primarily dedicated to filming. These are the days to capture bulk content across platforms.
- Editing Days: Days 2, 4, 7, 9, 11, 13, 16, 17, 20, 22, 25, 26 are set aside for editing. Make sure you adjust according to how quickly you can edit.
- Posting: Post regularly throughout the week to keep the momentum going, with slightly heavier posting on weekends when engagement tends to be higher.

Congratulations on completing the 30-day social media growth journey! Over the past month, you've created consistent, engaging content across Instagram, TikTok, and YouTube, positioning yourself as a trusted expert in the health and wellness space.

Next Steps: Keep Building Momentum

- **Continue Being Consistent:** Social media growth takes time, so stay consistent with your posting schedule and content creation.
- **Engage With Your Audience:** Respond to comments, messages, and feedback. The more you engage, the more your audience will feel connected to you.
- **Experiment with New Ideas:** Don't be afraid to try new content formats, collaborate with others, or create content based on what your audience wants to see.

Need Help Taking Your Brand to the Next Level?

Now that you've laid a solid foundation, it's time to supercharge your growth! Whether you're looking to optimize your strategy, create more professional content, or collaborate with brands in the health and wellness space, I can help you achieve your goals faster and more efficiently.

Let's discuss how to take your personal brand to the next level with a **FREE** 15-minute strategy call!

During the call, we'll:

- Analyze your current social media performance
- Identify areas for improvement
- Explore personalized strategies to accelerate your growth

[Click here to schedule your free consultation](#) and start turning your social media presence into a powerful tool for client acquisition and brand recognition!