✦ ATHLETES · CREATORS · PROGRAMS ✦

30-DAY CONTENT CALENDAR

Thirty ready-to-use post ideas built around four simple content pillars.

USE FOUR CONTENT PILLARS

Pillar	What it shows	Example
Training	Work ethic and skill	Drills, workouts, film study
Competition	Results and big moments	Game-day posts, highlights, recaps
Personality	Who you are off the field	Hobbies, routines, Q&A
Community	Who you support	Teammates, local businesses, causes

Tip · Consistency beats volume. If daily is too much, use these ideas three times a week and you have ten weeks of content.

YOUR 30 DAYS

Day	Post idea	Pillar	Platform	Done
1	Intro post: who you are, your sport and your goal this season			☐
2	Training clip with one tip in the caption			☐
3	Behind the scenes: your gear or game-day bag			☐
4	Answer a common question you get			☐
5	Throwback: your first season in the sport			☐
6	Shout out a teammate or coach			☐
7	Short workout or drill (with captions)			☐
8	Recap of your week in 3–5 photos			☐
9	Day in the life (school, training, recovery)			☐
10	Your pre-game routine			☐
11	Fan or follower Q&A			☐
12	Highlight clip from your last game			☐
13	Something off the field: a hobby or interest			☐
14	Lesson learned from a tough loss or setback			☐
15	Recovery or nutrition habit you actually use			☐
16	Local spot you love (tag the business if relevant)			☐
17	Training progress: then vs now			☐
18	Thank your supporters			☐
19	Gear or equipment breakdown			☐
20	Story time: your best moment in the sport			☐
21	Mid-month check-in on your goal			☐
22	Community or volunteer moment			☐
23	Teammate challenge or trend (if it fits your brand)			☐
24	Film-study takeaway			☐
25	Weekend recap			☐
26	Advice to younger athletes			☐
27	Favorite drill explained step by step			☐
28	Game-day post (schedule, result, thanks)			☐
29	Ask your audience what they want to see next			☐
30	Month recap and next month's goal			☐

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