

2027 SOCIAL MEDIA CONTENT CALENDAR

Facebook | Google Business Profile | Instagram | Nextdoor

A practical, ready-to-use planning calendar for small businesses that want to post consistently without staring at a blank screen.

WHAT'S INSIDE

- 12 dated monthly calendars with ready-to-use content prompts
- Major U.S. holidays and seasonal moments
- Platform timing, hashtag and posting-policy tips
- A simple cadence for Facebook, Instagram, GBP and Nextdoor
- Space to adapt ideas to your own business and community



Helping You Rank, Rise, and Reach More.

Use this as a starting point - your own audience data should guide final timing and frequency.

FIRST STEP CONNECTIONS

HOW TO USE THIS CALENDAR

1. Choose a realistic cadence

You do not have to publish every prompt. A practical starting cadence for many local businesses is Facebook 3x/week, Instagram 3x/week, Google Business Profile 1x/week, and Nextdoor about every other week.

2. Reuse one idea across platforms

A customer story can become a Facebook post, an Instagram carousel, a Google Business Profile update and a shorter neighborhood-focused Nextdoor post. Change the wording instead of copy-pasting the exact same caption everywhere.

3. Keep calls to action specific

Use one next step: call, request an estimate, book, learn more, visit, message, or leave a review. On Google Business Profile, use the built-in action button and link to the most relevant page.

4. Use timing as a starting benchmark

2026 engagement research found Facebook strongest on Tuesdays/Wednesdays from roughly noon to 8 p.m. and Instagram strongest Tuesday afternoons/evenings and Wednesday noon-evening. Nextdoor's own guidance has favored Thursday-Friday around 5-7 p.m. Test these windows against your own insights.

5. Measure business actions

Track more than likes. Watch website clicks, calls, messages, direction requests, estimate requests, bookings, saves, shares and comments that indicate buying intent.

HOLIDAY POSTING RULE

Do not force a sales post onto every holiday. Use holidays when they genuinely connect to your customers, team, community or services. For remembrance-oriented holidays, lead with respect rather than promotion.

JANUARY 2027

Set 3 content pillars for the year and reuse them across platforms.

SUN	MON	TUE	WED	THU	FRI	SAT
					1 New Year's Day ND Neighbor tip	2
3	4 GBP Service spotlight	5	6 ND Neighbor tip	7	8 FB+IG Behind the scenes	9
10	11 GBP FAQ post	12	13 FB+IG Before / after	14	15 ND Community update	16
17	18 MLK Day FB+IG Meet the team	19	20 GBP Proof post	21	22 FB+IG Quick tip	23
24	25 ND Community update	26	27 GBP Offer or event	28	29 ND Neighbor tip	30
31						

PLATFORM KEY: FB+IG = Facebook + Instagram | GBP = Google Business Profile | ND = Nextdoor

Holiday labels use the actual calendar date, not the federal observed date.

FEBRUARY 2027

Use reviews, customer stories and FAQs to reduce hesitation.

SUN	MON	TUE	WED	THU	FRI	SAT
	1 GBP Seasonal service	2	3 FB+IG This or that	4	5 ND Local question	6
7	8 FB+IG Customer win	9	10 GBP Service spotlight	11	12 ND Neighbor tip	13
14 Valentine's Day	15 Presidents Day FB+IG Behind the scenes	16	17 GBP FAQ post	18	19 ND Helpful reminder	20
21	22 ND Local question	23	24 FB+IG Meet the team	25	26 GBP Proof post	27
28						

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SUN	MON	TUE	WED	THU	FRI	SAT
	1 FB+IG Quick tip	2	3 ND Community update	4	5 ND Local question	6
7	8 FB+IG Myth vs. fact	9	10 GBP Seasonal service	11	12 FB+IG This or that	13
14	15 ND Helpful reminder	16	17 St. Patrick's Day FB+IG Customer win	18	19 ND Helpful reminder	20 First Day of Spring
21	22 ND Neighbor tip	23	24 FB+IG Behind the scenes	25	26 GBP FAQ post	27
28 Easter	29 FB+IG Before / after	30	31 ND Local question			

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Show the people, neighborhoods and causes connected to your business.

SUN	MON	TUE	WED	THU	FRI	SAT
				1 April Fools' Day	2 ND Local question	3
4	5 GBP Proof post	6	7 FB+IG Quick tip	8	9 ND Community update	10
11	12 GBP Offer or event	13	14 FB+IG Myth vs. fact	15	16 ND Helpful reminder	17
18	19 FB+IG This or that	20	21 ND Helpful reminder	22 Earth Day	23 FB+IG Customer win	24
25	26 GBP Service spotlight	27	28 ND Neighbor tip	29	30 ND Local question	

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SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 GBP FAQ post	4	5 Cinco de Mayo FB+IG Before / after	6	7 ND Local question	8
9 Mother's Day	10 FB+IG Meet the team	11	12 GBP Proof post	13	14 ND Helpful reminder	15
16	17 ND Community update	18	19 GBP Offer or event	20	21 FB+IG Myth vs. fact	22
23	24 GBP Seasonal service	25	26 FB+IG This or that	27	28 ND Local question	29
30	31 Memorial Day FB+IG Customer win					

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JUNE 2027

MONTHLY FOCUS: BEHIND THE SCENES

Show process, preparation, quality checks and your team.

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2 GBP Service spotlight	3	4 ND Community update	5
6	7 FB+IG Behind the scenes	8	9 GBP FAQ post	10	11 FB+IG Before / after	12
13	14 ND Local question	15	16 FB+IG Meet the team	17	18 ND Neighbor tip	19 Juneteenth
20 Father's Day	21 First Day of Summer FB+IG Quick tip	22	23 ND Community update	24	25 GBP Offer or event	26
27	28 FB+IG Myth vs. fact	29	30 GBP Seasonal service			

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Mention the city/service area naturally and link GBP posts to a relevant page.

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2 ND Community update	3
4 Independence Day	5 ND Helpful reminder	6	7 FB+IG Customer win	8	9 GBP Service spotlight	10
11	12 ND Neighbor tip	13	14 FB+IG Behind the scenes	15	16 ND Neighbor tip	17
18	19 FB+IG Before / after	20	21 ND Local question	22	23 FB+IG Meet the team	24
25	26 GBP Proof post	27	28 FB+IG Quick tip	29	30 ND Community update	31

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SUN	MON	TUE	WED	THU	FRI	SAT
1	2 GBP Offer or event	3	4 FB+IG Myth vs. fact	5	6 ND Helpful reminder	7
8	9 FB+IG This or that	10	11 ND Helpful reminder	12	13 FB+IG Customer win	14
15	16 GBP Service spotlight	17	18 ND Neighbor tip	19	20 ND Local question	21
22	23 GBP FAQ post	24	25 FB+IG Before / after	26	27 ND Local question	28
29	30 FB+IG Meet the team	31				

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SEPTEMBER 2027

MONTHLY FOCUS: EXPERTISE

Teach one useful tip at a time. Specific beats generic.

SUN	MON	TUE	WED	THU	FRI	SAT
			1 GBP Proof post	2	3 ND Helpful reminder	4
5	6 Labor Day ND Community update	7	8 GBP Offer or event	9	10 FB+IG Myth vs. fact	11
12	13 GBP Seasonal service	14	15 FB+IG This or that	16	17 ND Local question	18
19	20 FB+IG Customer win	21	22 GBP Service spotlight	23 First Day of Fall	24 ND Neighbor tip	25
26	27 FB+IG Behind the scenes	28	29 GBP FAQ post	30		

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OCTOBER 2027

MONTHLY FOCUS: SEASONAL PLANNING

Start holiday promotions early enough for customers to act.

SUN	MON	TUE	WED	THU	FRI	SAT
					1 ND Helpful reminder	2
3	4 ND Local question	5	6 FB+IG Meet the team	7	8 GBP Proof post	9
10	11 Columbus Day FB+IG Quick tip	12	13 ND Community update	14	15 ND Local question	16
17	18 FB+IG Myth vs. fact	19	20 GBP Seasonal service	21	22 FB+IG This or that	23
24	25 ND Helpful reminder	26	27 FB+IG Customer win	28	29 ND Helpful reminder	30
31 Halloween						

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NOVEMBER 2027

Thank customers and highlight local relationships without over-selling.

SUN	MON	TUE	WED	THU	FRI	SAT
	1 ND Neighbor tip	2	3 FB+IG Behind the scenes	4	5 ND Neighbor tip	6
7	8 FB+IG Before / after	9	10 ND Local question	11 Veterans Day	12 FB+IG Meet the team	13
14	15 GBP Proof post	16	17 FB+IG Quick tip	18	19 ND Community update	20
21	22 GBP Offer or event	23	24 FB+IG Myth vs. fact	25 Thanksgiving	26 Black Friday GBP Seasonal service	27 Small Business Saturday
28	29 Cyber Monday FB+IG This or that	30				

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DECEMBER 2027

MONTHLY FOCUS: YEAR-END PROOF

Share wins, lessons, best work and what customers can expect next year.

SUN	MON	TUE	WED	THU	FRI	SAT
			1 ND Helpful reminder	2	3 ND Neighbor tip	4
5	6 GBP Service spotlight	7	8 ND Neighbor tip	9	10 FB+IG Behind the scenes	11
12	13 GBP FAQ post	14	15 FB+IG Before / after	16	17 ND Community update	18
19	20 FB+IG Meet the team	21 First Day of Winter	22 GBP Proof post	23	24 Christmas Eve FB+IG Quick tip	25 Christmas Day
26	27 ND Community update	28	29 GBP Offer or event	30	31 New Year's Eve ND Neighbor tip	

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PLATFORM CHEAT SHEET

FACEBOOK

- Timing benchmark: Tue-Wed about 12-8 p.m. local time; Mon/Thu can also perform well.
- Hashtags: use sparingly. Start with 1-3 relevant tags and test.
- Best uses: community updates, customer stories, before/after, questions, video and events.
- Tip: one clear idea and one clear action.

INSTAGRAM

- Timing benchmark: Tue about 1-7 p.m.; Wed about 12-9 p.m.; Mon/Thu also have strong windows.
- Hashtags: start with a small, highly relevant mix of service, local and niche tags.
- Best uses: Reels, carousels, before/after, people, process and visual proof.
- Tip: put the strongest hook in the first line.

GOOGLE BUSINESS PROFILE

- Use Update, Offer or Event posts with a photo/video and relevant action button.
- Avoid stuffing phone numbers into post descriptions; posts may be rejected.
- Hashtags are not the focus. Use natural service/location wording and a relevant link.
- Timing: post around real customer demand, offers and events; measure clicks/actions.

NEXTDOOR

- Timing benchmark: Thu-Fri around 5-7 p.m. local time; about every other week is a practical starting cadence.
- Best uses: neighbor tips, community updates, local deals, questions and reminders.
- Hashtags are secondary; neighborhood relevance and a clear title matter more.
- Tip: sound like a helpful local business, not a billboard.

Timing and hashtag guidance are starting points. Use each platform's own insights to adjust for your audience, industry and location.

MONTHLY PLANNING CHECKLIST

- ☐ Choose this month's primary business goal: awareness, calls, leads, reviews, traffic or sales.
- ☐ Pick 3-4 content pillars you can repeat: proof, education, people/process, promotion, community.
- ☐ Schedule your highest-value posts first; fill gaps with lighter engagement posts.
- ☐ Use real photos whenever possible. Add descriptive alt text where the platform supports it.
- ☐ Link Google Business Profile posts to the most relevant page, not automatically to the homepage.
- ☐ Review platform insights at the end of the month and adjust timing, formats and topics.
- ☐ Save top-performing ideas so you can refresh and reuse them later.

BEST-PRACTICE NOTES

Posting-time benchmarks are starting points, not guarantees. Audience behavior varies by industry, location and account history. Use your own Meta Insights, Instagram Insights, Google Business Profile performance data and Nextdoor results to refine the calendar.

USE THE CALENDAR AS A GUIDE

Skip prompts that do not fit your business. Consistency and relevance matter more than posting every idea.

REVIEW WHAT WORKED

At month-end, note which posts drove calls, clicks, messages, saves or comments and repeat the strongest themes.

SOURCES USED FOR PLATFORM GUIDANCE

- Google Business Profile Help - Create & manage posts on your Business Profile
- Nextdoor for Business - Business Posts / 5 steps to success with Business Posts
- Sprout Social - Best Times to Post on Social Media, Facebook and Instagram (2026 data)