Your 30-day post plan

PREPARED FOR

Marsh & Myrtle Aesthetics · Beaufort, SC

January 4 - February 2, 2027

Thirty posts for Instagram and Facebook, one a day, with the reels and carousels also on TikTok. Every post comes from the photos and clips you send us once a month. We write the captions, design the posts and schedule them in your socialk.it calendar, where you can see and change any of them before they go out.



30
POSTS

5
CONTENT PILLARS

3
PLATFORMS: INSTAGRAM, FACEBOOK, TIKTOK

Content pillars

PILLAR	SHARE	POSTS	WHAT IT IS	ENDS WITH
Skin Smarts	30%	9	Short skin lessons for Lowcountry weather	“Save this for later”
Inside the Studio	20%	6	The rooms, products and small rituals of a visit	A soft invite to book
First Visit & FAQ	20%	6	Plain answers to what people ask before booking	“Send us your question”
Meet the Team	17%	5	Faces and names, so clients know who they’ll see	“Say hi at your next visit”
Offers & Booking	13%	4	Openings and seasonal offers, at most one a week	The booking link in bio

January at a glance

One post a day, starting Monday, January 4. Posts marked Sample post are the ones shown as finished designs on our sample page.

DAY	DATE	PILLAR	FORMAT	HOOK
1	Mon Jan 4	Offers & Booking	Photo	Free skin consults, all month Sample post
2	Tue Jan 5	Skin Smarts	Carousel	What winter does to your skin Sample post
3	Wed Jan 6	Meet the Team	Photo	Meet Keisha, our lead esthetician Sample post
4	Thu Jan 7	Inside the Studio	Reel	Setting up the treatment room before the first client
5	Fri Jan 8	First Visit & FAQ	Photo	What happens at your first appointment Sample post
6	Sat Jan 9	Skin Smarts	Photo	Yes, you still need SPF in January Sample post
7	Sun Jan 10	Inside the Studio	Photo	A quiet Sunday look at the studio
8	Mon Jan 11	Skin Smarts	Carousel	Cream, gel or balm cleanser: which one is yours
9	Tue Jan 12	First Visit & FAQ	Photo	When should I book a facial before a big event?
10	Wed Jan 13	Meet the Team	Photo	Meet Dana, our nurse injector Sample post
11	Thu Jan 14	Skin Smarts	Photo	The one step to skip when your skin is irritated
12	Fri Jan 15	Inside the Studio	Carousel	What's on our product shelf, and why
13	Sat Jan 16	Offers & Booking	Photo	A few weekday consult times open next week
14	Sun Jan 17	Skin Smarts	Reel	How much moisturizer is enough
15	Mon Jan 18	First Visit & FAQ	Carousel	5 questions to ask before any injectable treatment

Skin Smarts · Inside the Studio · First Visit & FAQ · Meet the Team · Offers & Booking

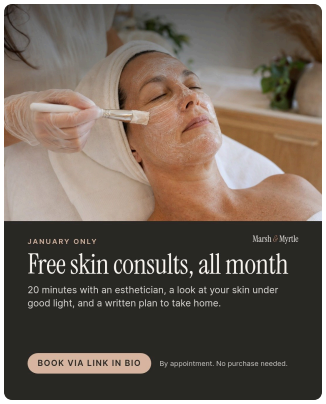
January and early February

DAY	DATE	PILLAR	FORMAT	HOOK
16	Tue Jan 19	Skin Smarts	Photo	Why your skin feels tight after a hot shower
17	Wed Jan 20	Meet the Team	Reel	Dana on how she became a nurse injector
18	Thu Jan 21	Inside the Studio	Reel	Behind the scenes of a hydrating facial
19	Fri Jan 22	First Visit & FAQ	Photo	Can I wear makeup after a facial?
20	Sat Jan 23	Skin Smarts	Carousel	Chemical peels, explained in plain English
21	Sun Jan 24	Offers & Booking	Photo	Last week for free January consults
22	Mon Jan 25	Skin Smarts	Photo	Retinol in winter: go slower
23	Tue Jan 26	Inside the Studio	Photo	Fresh linens and warm towels: the small things
24	Wed Jan 27	First Visit & FAQ	Reel	Your first visit in 20 seconds
25	Thu Jan 28	Meet the Team	Carousel	A day at the front desk with Tasha
26	Fri Jan 29	Skin Smarts	Photo	Your lips need SPF too
27	Sat Jan 30	Inside the Studio	Carousel	Where your consult happens: a room tour
28	Sun Jan 31	Offers & Booking	Photo	Free consults end today
29	Mon Feb 1	First Visit & FAQ	Photo	What a first visit costs, in plain numbers
30	Tue Feb 2	Meet the Team	Photo	What the team is loving this month

Reels are made from clips you send: we edit them on the Pro plan, and on Growth we post your clip with a cover and caption.

Skin Smarts · Inside the Studio · First Visit & FAQ · Meet the Team · Offers & Booking

Three posts, written out



DAY 1 · OFFERS & BOOKING · PHOTO

Every January we open up our calendar for free skin consults, and this year they run through January 31.

You'll sit down with one of our estheticians for about 20 minutes. We look at your skin under good light, ask what's bothering you, and talk through options at every price point, from a better home routine to facials and peels. You leave with a written plan and prices, and you don't have to book anything that day.

Weekday mornings are usually the easiest times to get. Book from the link in our bio, or call the studio and ask for a January consult.

#beaufortsc #beaufortmedspa #skinconsultation #portroyalsc #ladysislandsc



DAY 3 · MEET THE TEAM · PHOTO

Meet Keisha, our lead esthetician. If you've had a peel at Marsh & Myrtle, there's a good chance she was the one checking on you every few minutes and handing you a cold towel afterward.

Keisha grew up in Beaufort and loves the part of the job where she explains what's actually going on with someone's skin. Her favorite clients come in with sensitive, easily irritated skin and a long list of products that didn't work for them.

Next time you're in, say hi. And if you've been putting off that first peel, book a consult with her through the link in our bio.

#beaufortsc #meettheteam #esthetician #beaufortmedspa #sensitiveskin



DAY 10 · MEET THE TEAM · PHOTO

Meet Dana, our nurse injector. She's a registered nurse, and every injectable appointment at Marsh & Myrtle starts with her and a mirror, talking through what you'd like to soften and what you'd rather keep.

Dana's favorite first visits are the nervous ones. She'll walk you through every step before anything happens, keep the plan subtle, and tell you honestly when the best answer is to wait or do less.

Curious but not sure where to start? Book a free consult with Dana through the link in our bio, and bring your questions. There's no pressure to book a treatment the same day.

#beaufortsc #meettheteam #nurseinjector #beaufortmedspa #lowcountryskin

When to post

STARTING POINTS

WEEKDAYS	7:30–8:30 AM (before work) 12:00–1:00 PM (lunch break) 7:00–9:00 PM (evening scroll)
WEEKENDS	9:00–11:00 AM

These times are starting points based on when people generally check their phones, not measured from your account. After two weeks we look at your own insights and move the times to when your followers are actually online.

What to send us each month


The front desk


Products on the shelf


Team portraits


Real moments

- 8 to 10 photos of the treatment rooms and front desk, in daylight, tidied up.
- A portrait of each team member by a window, plus one photo of them at work.
- 4 to 6 photos of products on the shelf or in use. We keep labels out of frame if you prefer.
- 4 to 6 short vertical clips, 5 to 15 seconds each: setting up a room, warm towels, the walk in the door.
- Client photos only with that client's written OK.
- Your offers, openings and dates for next month.

Upload them to the media library in your socialk.it account, or send us a shared folder link.

How the month runs

1
You send photos
By the 25th of the month before.

2
We send the plan
This document, so you see what is coming.

3
We design and write
Every post and caption.

4
Posts go out
Scheduled in socialk.it, where you can see and edit each one.