

THE SOCIAL MEDIA MONTH KIT

The monthly content calendar, the batch prompt, the pilot offer, the report and the rules

Social media management means planning, making and scheduling a local business's posts for them. This kit gives you the workflow, a monthly content calendar template, a prompt that batches a month of posts, a pilot offer to send, a report template and the rules that keep you out of trouble. It is educational, not legal advice. No income is promised: many people who try this sign no clients, and results vary.

THE 5 STEPS

- Step 1: pick one kind of local business (like salons or landscapers) and learn what their customers ask.
- Step 2: plan their month in one spreadsheet: three posts a week, one idea per post (page 2).
- Step 3: make the whole month in one batch with AI, using only the real photos and offers the owner gives you. The owner approves before anything goes live (pages 1 and 3).
- Step 4: schedule everything in one dashboard. Connect only accounts the owner has given you permission to manage (page 3). I use Blotato (page 4).
- Step 5: send a simple monthly report with real numbers only (page 3).

M	T	W	T	F	S	S
1 TIP • • •	2	3 OFFER • • •	4	5 PHOTO • • •	6	7
8 FAQ • • •	9	10 TEAM • • •	11	12 TIP • • •	13	14
15 POLL • • •	16	17 OFFER • • •	18	19 VIDEO • • •	20	21
22 TIP • • •	23	24 PHOTO • • •	25	26 RECAP • • •	27	28

A MONTH ON ONE PAGE

12 posts, three a week on Monday, Wednesday and Friday. Each post goes to the platforms the business really uses (the dots). TEMPLATE: a sample month, not a client's real calendar. Your editable version is on page 2.

THE BATCH PROMPT (COPY IT)

Prompt

You are the social media manager for [BUSINESS NAME], a [TYPE OF BUSINESS] in [CITY]. Plan 12 posts for [MONTH]: three a week, on Monday, Wednesday and Friday. Mix: 4 tips that answer a question customers ask, 3 behind-the-scenes posts, 2 posts about the offers I give you below, 2 photo posts (I will supply real photos) and 1 FAQ. For each post give the day, the platforms, a one-line hook, the caption (under 120 words), 3 hashtags, a call to action and what photo or video to use. Offers: [OFFERS]. Use only facts I give you. Never invent reviews, testimonials, prices, awards or customer names. Plain, friendly voice.

THE MONTHLY CONTENT CALENDAR (TEMPLATE: FILL IT IN)

Day	Type	Idea or hook	Platforms	Photo or video	OK?
Week 1 Mon	TIP				
Week 1 Wed	OFFER				
Week 1 Fri	PHOTO				
Week 2 Mon	FAQ				
Week 2 Wed	TEAM				
Week 2 Fri	TIP				
Week 3 Mon	POLL				
Week 3 Wed	OFFER				
Week 3 Fri	VIDEO				
Week 4 Mon	TIP				
Week 4 Wed	PHOTO				
Week 4 Fri	RECAP				

POST IDEAS BY BUSINESS TYPE

SALON

Hair and beauty

A hair-care tip from a stylist. Meet the stylist. This week's open appointments. A question clients ask, answered in two sentences. A before-and-after photo, only with the client's OK. The products you use and why.

YARD CARE

Landscapers and lawn pros

A before-and-after photo of the owner's own work. A seasonal checklist. A common lawn mistake and the fix. Meet the crew. A short clip of a job in progress. Open spots this week.

HOME PROS

Pest control, HVAC, plumbing

Warning signs to watch for. What to do before the technician arrives. Meet the technician. A seasonal prevention tip. A common question answered in 30 seconds. This month's offer, exactly as the owner gives it.

THE BATCH SESSION (ONE SITTING PER CLIENT PER MONTH)

- Ask the owner for real photos, this month's offers and events, and five questions customers ask.
- Run the batch prompt (page 1), then edit every caption into the owner's own voice.
- Make the graphics and short videos (an AI image tool and a free design tool are enough).
- Send the whole month to the owner for approval. Fix what they flag.
- Schedule everything in your dashboard on the days in the calendar.
- Keep a short list of comments and messages that need a reply, and pass it to the owner or answer for them.

SET UP THE ACCOUNTS THE SAFE WAY

- Get a short written agreement first: which platforms, how many posts, who approves, that the owner owns the accounts and the content, and how either side can cancel.
- Connect only with the owner's permission, through the platform's own connect or invite flow. Never ask for or store passwords you do not need.
- Only post photos and videos you have the right to use. Get permission before showing identifiable customers or staff.
- Do not promise followers, reach or sales.

THE PILOT OFFER (COPY IT)

Message

Hi [NAME], I help local [TYPE] businesses stay active on social media without it eating their week. Can I run your Facebook and Instagram for two weeks, free? I plan and schedule the posts, you approve each one first, and at the end I send you a one-page report. If you like it, we can talk about a monthly plan. No pressure either way. [YOUR NAME]

THE TWO-WEEK PILOT LOG

Week	Posts published	Likes, comments, messages	Calls or leads the owner told you about	Notes
Week 1				
Week 2				
Total				

THE MONTHLY REPORT (COPY IT)

Report

[BUSINESS] social media report, [MONTH]. 1) Posts published: [NUMBER] on [PLATFORMS]. 2) Best post: [WHICH ONE], with [REAL NUMBER: likes, comments, shares or messages]. 3) Messages and comments to follow up: [LIST]. 4) What we will do next month: [PLAN]. Numbers come straight from each platform. I do not promise followers or sales.

THE CATCH: RULES THAT KEEP YOU OUT OF TROUBLE (NOT LEGAL ADVICE)

- Sell consistency, not followers. Never promise results.
- Never buy followers, likes or views. The FTC's final rule on fake reviews, announced August 14, 2024, bans selling or buying fake indicators of social media influence, such as followers or views generated by a bot or hijacked account. It applies when the buyer knew or should have known they were fake and used them to misrepresent influence for a commercial purpose.
- Never write fake reviews or testimonials, including with AI. The same rule covers reviews by people who do not exist or who never used the business. Only share real ones, and only with the customer's permission.
- If a post is paid or gifted, label it plainly (for example #ad, or the platform's paid partnership tool).
- Keep the client's offers accurate: no prices, discounts or claims the owner did not give you.

TOOL COST WORKSHEET

TOOL

Blotato: one dashboard, many platforms

Plans on its pricing page (October 6, 2026): Starter \$29 a month with 20 social media accounts; Creator \$97 a month with 40 accounts; Agency \$499 a month. A free 7-day trial comes with every plan. Prices change, so check the live page. Disclosure: I use Blotato, and the link below is my affiliate link, so I may earn a commission if you sign up.

- Try Blotato (affiliate link): blotato.com/?ref=SocialMedia
- Your tool cost per client = [PLAN PRICE] / [NUMBER OF CLIENTS ON IT].
- Your monthly fee = [YOUR HOURS] x [YOUR HOURLY RATE] + tools. Put your own numbers in, and do not quote income you have not earned.
- Look at three local freelancers' or agencies' public prices before you set yours.

WHERE THIS COMES FROM

- Blotato pricing
- FTC: final rule banning fake reviews and testimonials (press release, Aug. 14, 2024)

Checked October 6, 2026. Rules and prices change. This guide is educational, not legal or financial advice, and it promises no income.

Want businesses to pitch?

- I sell ready-made lists of businesses to pitch. Message me LIST.
- Free community, more plays like this: skool.com/unlimitedleads
- Email your first prospects: EmailClik.com finds + verifies addresses (free version)