

# 1 Month SMM Content Calendar Meta (Facebook & Instagram)

**Website:** <https://chaperoneglobal.com/>

## Posting Flow:

- Monday: Post
- Tuesday: Reel
- Wednesday: Post
- Thursday: Reel
- Friday: Carousel Post
- Saturday: Reel

## Total per month:

- **12 Reels**
- **12 Posts**
  - **5 Carousels (Every Friday)**
  - **7 Static Posts**

## WEEK 1 — A NEW ERA FOR DIGITAL NOMADS

**Theme:** Curiosity + disruption

**Goal:** Introduce the problem and target audience (digital nomads).

---

### **Monday — Static Post**

**Topic:** Remote Work Changed Everything — Travel Apps Didn't

**Core Message:**

Remote professionals now work from anywhere, yet travel coordination still feels outdated.

**Visual:**

Remote worker lifestyle (laptop + travel scene).

**CTA:**

Something smarter for digital nomads is coming.

---

### **Tuesday — Reel**

**Topic:** Digital Nomads Know This Struggle

**Concept:**

Switching between travel apps, chats, spreadsheets, bookings.

**Hook:**

“Remote work is flexible... planning the trip isn't.”

**CTA:**

A better travel ecosystem is coming.

---

### **Wednesday – Static Post**

**Topic:** Not Another Travel App

**Core Message:**

This platform connects travel, work, community, and earning in one place.

**Visual:**

Minimal premium graphic.

**CTA:**

Follow the journey.

---

### **Thursday – Reel**

**Topic:** Imagine Traveling With the Right People

**Concept:**

Show digital nomads working together in different locations.

**Feature Tease:**

Travel partner matching.

**CTA:**

A smarter way to connect while traveling.

---

### **Friday – Carousel**

**Topic:** Why Digital Nomads Are Frustrated With Current Travel Tools

**Slides Breakdown:**

1. Too many disconnected apps
2. No way to meet aligned travelers
3. Hard to coordinate plans
4. No way to earn while moving
5. A smarter platform is coming

**CTA:** Follow the journey.

---

## **Saturday – Reel**

**Topic:** The Future of Travel Is Community

**Concept:**

Nomads working and exploring together.

**Message:**

Travel experiences improve when the right people connect.

**CTA:**

Stay close to the launch.

---

## WEEK 2 — INTRODUCING THE VISION

**Theme:** Authority + positioning

**Goal:** Position Chaperone as a **platform for digital nomads**.

---

### **Monday – Static Post**

**Topic:** Built for the Remote Work Generation

**Core Message:**

Designed for people who work, travel, and build globally.

**CTA:**

For digital nomads who move with purpose.

---

### **Tuesday – Reel**

**Topic:** Random Travel Groups vs Aligned Communities

**Concept:**

Compare chaotic travel groups vs curated communities.

**Message:**

Better connections create better journeys.

**CTA:**

The future of travel communities is coming.

experience

**CTA:** Better people. Better planning. Better outcomes

---

### **Wednesday – Static Post**

**Topic:** Travel Smarter, Not Harder

**Core Message:**

The platform connects people, work, and travel opportunities.

**CTA:**

Stay tuned.

---

## **Thursday – Reel**

**Topic:** More Than Travel — It's an Ecosystem

**Concept:**

Fast cuts showing travel, work, collaboration, freelancing.

**Message:**

A digital nomad hub built for modern professionals.

**CTA:**

Launch is getting closer.

---

## **Friday – Carousel**

**Topic:** Why This Platform Feels Different

**Slides:**

1. Travel partner matchmaking
2. Global digital marketplace
3. Community of remote professionals
4. Earn while traveling

**CTA:** Something big is coming.

---

## **Saturday – Reel**

**Topic:** Travel With People Who Think Like You

**Concept:**

Nomads collaborating and traveling.

**Message:**

Alignment creates better experiences.

**CTA:**

Join the movement.

---

## WEEK 3 — FEATURE REVEAL

**Theme:** Smooth workflow + ease + anticipation

**Goal:** Show real product value.

---

### **Monday – Static Post**

**Topic:** Meet Your Ideal Travel Partner

**Feature:** Travel Partner Matching

**Core Message:**

Connect with travelers whose goals, timelines, and interests align.

**CTA:**

Find your travel match soon.

---

### **Tuesday – Reel**

**Topic:** Turn Your Skills Into Income While Traveling

**Feature:** Freelance Marketplace

**Hook:**

“Work remotely... earn anywhere.”

**CTA:**

Earn while you explore.

---

### **Wednesday – Static Post**

**Topic:** Your Travel Shop

**Feature:** Digital Shop

**Core Message:**

Sell products, services, or travel items directly to the community.

**CTA:**

Opportunity travels with you.

---

## **Thursday – Reel**

**Topic:** A Wallet Built for Nomads

**Feature:** In-App Wallet & Earnings

**Concept:**

Freelance work → wallet → travel lifestyle.

**CTA:**

The nomad economy is evolving.

---

## **Friday – Carousel**

**Topic:** How Digital Nomads Earn While Traveling

**Slides:**

1. Offer freelance services
2. Sell products in the marketplace
3. Bring items between countries
4. Collaborate with other professionals
5. Earn globally while exploring

**CTA:** The future of travel income is coming.

---

## **Saturday – Reel**

**Topic:** Not Just Travel — A Global Nomad Community

**Message:**

Meet creators, freelancers, entrepreneurs worldwide.

**CTA:**

Be part of something bigger.

---

## WEEK 4 — LAUNCH BUILD-UP

**Theme:** Urgency + waitlist growth

**Goal:** Drive **waitlist signups**.

### **Monday – Static Post**

**Topic:** A Platform Built for Digital Nomads

**Core Message:**

Travel, work, community, and earnings — finally connected.

**CTA:**

Join the waitlist.

---

### **Tuesday – Reel**

**Topic:** The Platform Digital Nomads Have Been Waiting For

**Concept:**

Fast montage of features.

**CTA:**

Join the waitlist today.

---

### **Wednesday – Static Post**

**Topic:** The Community Is Growing

**Social Proof Example:**

“1,000+ remote professionals already joined the waitlist.”

**CTA:**

Don't miss early access.

---

## **Thursday – Reel**

**Topic:** Early Access Is Opening Soon

**Message:**

Early users will shape the platform.

**CTA:**

Join the waitlist now — link in bio.

---

## **Friday – Carousel**

**Topic:** Why You Should Join Before Launch

**Slides:**

1. Meet aligned travel partners
2. Earn money while traveling
3. Join a global nomad community
4. Access the digital marketplace
5. Secure early access now

**CTA:** Join the waitlist today.

---

## **Saturday – Reel**

**Topic:** This Is Only the Beginning

**Message:**

A new era for digital nomads is about to launch.

**CTA:**

Join the waitlist and be part of the movement.

---

## Summary

This one-month pre-launch content strategy builds curiosity, authority, and excitement before the platform launch. The campaign targets digital nomads and remote professionals while highlighting key features like travel partner matching, the digital marketplace, and earning opportunities. A mix of reels, static posts, and carousel content across **Facebook** and **Instagram** keeps the audience engaged and informed. As the campaign progresses, feature reveals and community messaging strengthen the platform's value. The final phase focuses on urgency and social proof to drive waitlist sign-ups and early access.