

XYZ Partners¹ 3-Month Facebook Content Plan (Q1: 2021)

Week 1 (January 1 - January 7)

1. January 1, 10:00 AM Post Title: "New Year, New Financial Goals: Start 2021 Off Right" Description: A festive image with text overlay featuring New Year's resolutions related to personal finance and business growth.
2. January 4, 2:00 PM Post Title: "How the Latest Tax Law Changes Affect Small Business Owners" Description: An infographic summarizing key tax law changes that impact small businesses in Australia.
3. January 6, 11:00 AM Post Title: "Meet the Team: Introducing Jane, Our Retirement Planning Expert" Description: A professional headshot of Jane, accompanied by a brief bio and an invitation to book a free consultation.

Week 2 (January 8 - January 14)

1. January 11, 9:00 AM Post Title: "5 Essential Tax Planning Tips for Small Businesses" Description: A checklist-style image with a brief overview of the tips, encouraging users to visit the XYZ Partners blog for more information.
2. January 13, 3:00 PM Post Title: "Client Success Story: How We Helped Maximize John's Retirement Savings" Description: A video testimonial from a satisfied client discussing the impact of XYZ Partners' services on his retirement planning.

Week 3 (January 15 - January 21)

1. January 18, 10:00 AM Post Title: "Upcoming Webinar: Navigating the World of SMSFs and Trusts" Description: A promotional graphic for an upcoming webinar, including the date, time, and registration details.
2. January 20, 1:00 PM Post Title: "Behind the Scenes: A Day in the Life of an XYZ Partners Accountant" Description: A series of candid photos showcasing the daily activities and work environment at XYZ Partners.

¹ Company name has been changed to XYZ Partners to preserve client confidentiality.

Week 4 (January 22 - January 28)

1. January 25, 11:00 AM Post Title: "Unity and Understanding: Acknowledging Our Shared History on January 25th" Description: An image featuring diverse Australian community members coming together, accompanied by a message promoting unity, understanding, and respect for our shared history.
2. January 27, 2:00 PM Post Title: "Streamline Your Bookkeeping with Xero: Top Tips and Tricks" Description: A step-by-step guide or tutorial image on using Xero for efficient bookkeeping, with a link to a more detailed blog post.

Week 5 (January 29 - February 4)

1. February 1, 10:00 AM Post Title: "Setting Up Trusts for Your Family: A Comprehensive Guide" Description: An image featuring a family, accompanied by a brief overview of trust benefits and a link to a blog post with more information.
2. February 3, 3:00 PM Post Title: "Client Testimonial: How XYZ Partners Saved Sarah's Business Thousands in Taxes" Description: A written testimonial from a satisfied client, accompanied by a photo of the client and a quote highlighting the benefits of working with XYZ Partners.

Week 6 (February 5 - February 11)

1. February 8, 9:00 AM Post Title: "Tax Time Countdown: How to Prepare for the Upcoming Tax Season" Description: An eye-catching countdown graphic that highlights important tax deadlines and preparation tips.
2. February 10, 11:00 AM Post Title: "Meet the Team: Introducing Peter, Our Business Accounting Specialist" Description: A professional headshot of Peter, accompanied by a brief bio and an invitation to book a free consultation.

Week 7 (February 12 - February 18)

1. February 15, 1:00 PM Post Title: "SMSF Basics: Understanding the Benefits and Responsibilities" Description: An infographic explaining the basics of SMSFs, their advantages, and the responsibilities involved in managing them.
2. February 17, 10:00 AM Post Title: "Behind the Scenes: XYZ Partners Celebrates Valentine's Day" Description: Candid photos of XYZ Partners' team members celebrating Valentine's Day in the office, showcasing the company culture.

Week 8 (February 19 - February 25)

1. February 22, 2:00 PM Post Title: "5 Key Financial Planning Tips for Entrepreneurs" Description: A visually appealing image listing the top financial planning tips for entrepreneurs, directing users to a blog post for more information.
2. February 24, 11:00 AM Post Title: "Client Success Story: Boosting Business Growth with XYZ Partners' Expertise" Description: A video testimonial from a satisfied client discussing how XYZ Partners' business accounting services have contributed to their business growth.

Week 9 (February 26 - March 4)

1. March 1, 9:00 AM Post Title: "Retirement Planning: The Importance of Starting Early" Description: An image featuring different age groups, emphasizing the benefits of starting retirement planning early, with a link to a relevant blog post.
2. March 3, 3:00 PM Post Title: "Meet the Team: Introducing Lisa, Our Xero Bookkeeping Guru" Description: A professional headshot of Lisa, accompanied by a brief bio and an invitation to book a free consultation.

Week 10 (March 5 - March 11)

1. March 8, 10:00 AM Post Title: "International Women's Day: Celebrating the Women of XYZ Partners" Description: A collage of photos featuring the women working at XYZ Partners, along with a message celebrating their achievements and contributions.
2. March 10, 1:00 PM Post Title: "Estate Planning Essentials: Protecting Your Loved Ones' Financial Future" Description: An image that highlights the importance of estate planning, accompanied by a brief overview and a link to a detailed blog post.

Week 11 (March 12 - March 18)

1. March 15, 2:00 PM Post Title: "Top 5 Tax Deductions Small Business Owners Should Know About" Description: An infographic highlighting the most important tax deductions for small business owners in Australia.
2. March 17, 11:00 AM Post Title: "Happy St. Patrick's Day from XYZ Partners!" Description: A festive image featuring St. Patrick's Day decorations and a message wishing followers a fun and safe celebration.

Week 12 (March 19 - March 25)

1. March 22, 9:00 AM Post Title: "Preparing for the End of the Financial Year: Key Dates and Tasks" Description: A calendar-style image outlining important financial year-end dates and tasks for small businesses and individuals.
2. March 24, 3:00 PM Post Title: "Behind the Scenes: XYZ Partners' Team Building Event" Description: Photos from a recent team-building event, showcasing the strong company culture and camaraderie at XYZ Partners.

Note:

This content plan assumes no specific product launches, promotions, or company milestones during the January-March 2021 quarter. Adjustments can be made as needed to accommodate such events. Additionally, the plan allows for flexibility to cover timely news and events that occur during the quarter.

All posts in this content plan adhere to Facebook's guidelines regarding appropriate content. Any posts requiring special attention or promotion beyond standard posting procedures will be determined based on their performance and importance to the overall marketing objectives.