

MONTHLY CONTENT RHYTHM

ALL FOR PADEL + IPG COURTS

TWO BRANDS. ONE MONTHLY SYSTEM.

10

ALL FOR PADEL POSTS
5 REELS · 5 STATIC / CAROUSEL

6

IPG COURTS POSTS
3 REELS · 3 STATIC

1

SHOOT DAY / BRAND

3

SHARED MONTHLY
MEETINGS

16 STORIES / BRAND + ONGOING ACCOUNT ACTIVITY

SAMPLE MONTHLY CALENDAR

SEPTEMBER 2026

ALL FOR PADEL 10 · IPG COURTS 6

POSTS PER MONTH

SHARED
MEETINGS

SEP 07
M01
WHAT MATTERS
THIS MONTH

SEP 10
M02
CONTENT
PRESENTATION

SEP 24
M03
APPROVAL +
SCHEDULING

ALL FOR PADEL

10 POSTS
5 R · 5 S

08 ■ R01	10 □ S01	14 ■ R02	16 □ S02	18 ■ R03	21 □ S03	23 ■ R04	25 □ S04	28 ■ R05	30 □ S05
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17 EQUIPMENT
SHOOT

IPG COURTS

6 POSTS
3 R · 3 S

08 ■ R01	10 □ S01	16 ■ R02	22 □ S02	24 ■ R03	30 □ S03
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15 COURTS
SHOOT

PROPOSED SEPTEMBER SCHEDULE

■ R = REEL □ S = STATIC / CAROUSEL

SAMPLE MONTHLY CALENDAR

OCTOBER 2026

ALL FOR PADEL 10 · IPG COURTS 6

POSTS PER MONTH

SHARED
MEETINGS

OCT 05

M01

WHAT MATTERS
THIS MONTH

OCT 12

M02

CONTENT
PRESENTATION

OCT 22

M03

APPROVAL +
SCHEDULING

ALL FOR PADEL

10 POSTS
5 R · 5 S

06

■
R01

08

□
S01

12

■
R02

14

□
S02

16

■
R03

19

□
S03

21

■
R04

23

□
S04

26

■
R05

29

□
S05

15 EQUIPMENT
SHOOT

IPG COURTS

6 POSTS
3 R · 3 S

06

■
R01

08

□
S01

14

■
R02

19

□
S02

21

■
R03

29

□
S03

13 COURTS
SHOOT

SAMPLE OCTOBER SCHEDULE

■ R = REEL □ S = STATIC / CAROUSEL

3 SHARED MONTHLY MEETINGS

THREE MEETINGS. ONE CLEAR MONTH.

01

WHAT MATTERS THIS MONTH

Products
Projects
Launches
Priorities
Important dates

02

CONTENT PRESENTATION

Ideas
Scripts
Visual direction
Monthly content plan
Shoot direction

03

APPROVAL + SCHEDULING

Feedback
Corrections
Approval
Scheduling

BETWEEN MEETINGS, WE EXECUTE.

ALL FOR PADEL · 10 POSTS
IPG COURTS · 6 POSTS
1 SHOOT DAY PER BRAND