

MyFacialReset Content Plan

Rest of July + All of August 2026

Posting cadence: **3 posts per week**

Platform focus: **Instagram / Facebook + Pinterest repurposing**

Tone mix: **healing + educational + hopeful transformation + soft promotion**

Core strategy

Each week uses this balance: - **1 Reel** — best for reach, emotional hooks, education, or brand-series promotion - **1 Carousel** — best for teaching, myth-busting, and saveable content - **1 Static Post** — best for quotes, hope, gentle promo, and branded consistency

Pinterest repurposing: - Turn each **carousel** into **1 standard pin** or **idea pin graphic sequence** - Turn each **static post** into **1 vertical quote/education pin** - Turn the strongest **reel topic** into a **video pin** or title card pin

Content buckets to rotate

1. **Facial exercise education**
 2. **Stress / jaw / neck / lymph connection**
 3. **Myth-busting**
 4. **Before-and-after hope / encouragement**
 5. **Glow & Flow series / subscription promotion**
 6. **Engagement / conversation starters**
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Asset guidance from what you uploaded

Strongest asset themes so far

- **Glow & Flow series branded visual** → best for promo, series intro, subscription CTA, Pinterest cover
- **Anatomy / neck / jaw / tension style assets** → best for educational and myth-busting content
- **Human stress / overwhelmed visuals** → best for emotional hooks and problem-aware reels
- **Soft portrait / beauty / serene assets** → best for hope, natural-aging encouragement, and elegant static posts

Use videos mainly for

- Reels
 - Ad-style hooks
 - Subscription/series invitations
 - Short educational teasers
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CONTENT CALENDAR

WEEK 1 — Jul 22–26

Post 1 — REEL

Date: Wed Jul 22

Theme: Emotional hook / stress in the face

Concept: “Your face may be holding more stress than you realize.”

Use: overwhelmed/stress-style video

Caption angle: facial tension doesn’t always start in the face — stress, jaw clenching, shallow breathing, and overload all show up there.

CTA: “Comment RESET if you want more gentle facial reset tips.”

Pinterest repurpose: video pin or title graphic pin:

Title: 3 signs stress is showing up in your face

Post 2 — CAROUSEL

Date: Fri Jul 24

Theme: Education

Concept: “Why jaw and neck tension change the whole face”

Use: anatomy / neck / jaw visual

Slides idea: 1. Hook: Jaw tension doesn’t stay in your jaw 2. It can affect your face shape 3. It can affect headaches and tightness 4. It can affect how your mouth rests 5. Gentle release matters 6. MyFacialReset helps you work with the whole system

CTA: Save this for later.

Pinterest repurpose: vertical infographic pin

Post 3 — STATIC

Date: Sun Jul 26

Theme: Brand / soft promo

Concept: Glow & Flow introduction

Use: Glow & Flow series image

Caption angle: introducing the feeling behind MyFacialReset — less force, more flow; less panic, more softness; less chasing youth, more supporting your natural beauty.

CTA: “This is the energy behind the Glow & Flow series.”

Pinterest repurpose: branded quote pin / series intro pin

WEEK 2 — Jul 27–Aug 2

Post 4 — REEL

Date: Tue Jul 28

Theme: Myth-busting

Concept: “Facial aging is not just about skin.”

Use: anatomy/tension-style video or image + text overlay

Talking points: skin is one piece; posture, tension, circulation, habits, breath, and facial holding patterns matter too.

CTA: “Save this if you’re rethinking what facial care really means.”

Pinterest repurpose: myth-busting title pin

Post 5 — CAROUSEL

Date: Thu Jul 30

Theme: Before-and-after hope

Concept: “What a reset can help you feel”

Use: serene beauty/soft portrait assets

Slides idea: 1. Not frozen — softened 2. Not perfect — supported 3. Not younger overnight — more at ease over time 4. Less clenched 5. More lifted, more aware, more connected 6. This is the kind of progress that lasts

CTA: “Progress can be gentle.”

Pinterest repurpose: transformation mindset pin

Post 6 — STATIC

Date: Sat Aug 1

Theme: Engagement

Concept: “Where do you hold tension first?”

Use: face close-up or clean branded asset

Caption prompt: jaw? forehead? around the mouth? neck? under the eyes?

CTA: “Tell me in one word.”

Pinterest repurpose: tension-check awareness pin

WEEK 3 — Aug 3–9

Post 7 — REEL

Date: Mon Aug 3

Theme: Education / quick win

Concept: “One area to release before you touch the face”

Use: jaw/neck video or anatomy asset

Caption angle: start lower — neck/jaw/shoulders — because the face responds better when the surrounding tension softens too.

CTA: “Want more of these? Follow for the next reset.”

Pinterest repurpose: educational video pin

Post 8 — CAROUSEL

Date: Wed Aug 5

Theme: Myth-busting / education

Concept: “Facial exercise should not feel aggressive”

Slides idea: 1. More force is not always better 2. Strain is not the goal 3. Tension and support are different 4. Slower often works better 5. Breath matters 6. Gentle consistency wins

CTA: Save if you're done with harsh beauty advice.

Pinterest repurpose: myth-busting pin

Post 9 — STATIC

Date: Fri Aug 7

Theme: Soft subscription promotion

Concept: “Inside Glow & Flow”

Use: Glow & Flow series image

Caption angle: explain that the series supports facial relaxation, awareness, softness, and natural beauty through guided, gentle practice.

CTA: “If you want support instead of overwhelm, this is for you.”

Pinterest repurpose: subscription promo pin

WEEK 4 — Aug 10–16

Post 10 — REEL

Date: Mon Aug 10

Theme: Emotional / hopeful transformation

Concept: “You are not too late to begin.”

Use: soft portrait or serene beauty-style video/image sequence

Caption angle: you do not need to panic about aging; you can begin with awareness, softness, and support right where you are.

CTA: “Send this to someone who needs a gentler message.”

Pinterest repurpose: encouragement pin

Post 11 — CAROUSEL

Date: Wed Aug 12

Theme: Education

Concept: “5 reasons your face may look tired even when skincare is good”

Slides idea: 1. Mouth tension 2. Jaw clenching 3. Poor sleep/stress carryover 4. Neck tightness 5. Breathing/posture habits 6. Skin is only part of the story

CTA: Save this for your next self-check.

Pinterest repurpose: educational list pin

Post 12 — STATIC

Date: Fri Aug 14

Theme: Elegant quote / brand voice

Concept: “A softer face often begins with a calmer system.”

Use: Glow & Flow or serene nature/portrait visual

CTA: none or soft follow prompt

Pinterest repurpose: quote pin

WEEK 5 — Aug 17–23

Post 13 — REEL

Date: Mon Aug 17

Theme: Engagement / awareness

Concept: “3 tiny habits that may be tightening your face every day”

Use: educational video or image sequence

Talking points: clenching, screen posture, shallow breathing, tongue tension, stress face.

CTA: “Which one do you catch yourself doing?”

Pinterest repurpose: awareness video pin

Post 14 — CAROUSEL

Date: Wed Aug 19

Theme: Before-and-after hope

Concept: “What people are really looking for”

Slides idea: 1. Not perfection 2. Relief 3. Softness 4. Confidence 5. Calm 6. A face that feels like home again

CTA: “This is what natural beauty work can feel like.”

Pinterest repurpose: emotional transformation pin

Post 15 — STATIC

Date: Fri Aug 21

Theme: Subscription promotion

Concept: “Start your facial reset here”

Use: best branded MyFacialReset / Glow & Flow image

Caption angle: simple intro to the offer with a soft invitation rather than a hard sell.

CTA: “If you’ve been waiting for the right place to begin, this is it.”

Pinterest repurpose: start-here promo pin

WEEK 6 — Aug 24–30

Post 16 — REEL

Date: Mon Aug 24

Theme: Education / myth-busting

Concept: “No, you do not need to yank at your face.”

Use: anatomy or guided-practice style asset

Caption angle: reset work should feel supportive, intentional, and calm — not punishing.

CTA: “Follow for more gentle methods.”

Pinterest repurpose: myth-busting video pin

Post 17 — CAROUSEL

Date: Wed Aug 26

Theme: FAQ / objection handling

Concept: “Is MyFacialReset for me?”

Slides idea: 1. If you want natural support, yes 2. If you hold jaw tension, yes 3. If your face looks tired from stress, yes 4. If you want gentler beauty, yes 5. If you want instant perfection, probably not 6. This is for steady, supportive change

CTA: Save or share with someone who’s curious.

Pinterest repurpose: FAQ pin

Post 18 — STATIC

Date: Fri Aug 28

Theme: Brand / invitation

Concept: “Come back to your glow gently.”

Use: elegant nature/face branded image

CTA: soft subscription or follow CTA

Pinterest repurpose: elegant beauty pin

BONUS END-OF-MONTH OPTION — Aug 31

Optional Post 19 — STATIC or REEL

Date: Mon Aug 31

Theme: Month-end reflection / engagement

Concept: “What changed when you started paying attention to facial tension?”

CTA: ask followers to reflect, comment, or save

Simple weekly workflow

For Instagram/Facebook

- **Monday/Tuesday:** Reel
- **Wednesday/Thursday:** Carousel
- **Friday/Saturday/Sunday:** Static

For Pinterest

For every week, post: - 1 pin from the carousel - 1 pin from the static post - optional 1 video pin from the reel

Best high-level positioning for MyFacialReset

Use these recurring message angles: - **Aging gracefully, not fearfully** - **A softer face starts with a calmer system** - **The face reflects stress, breath, posture, and tension** - **Gentle consistency beats aggressive force** - **Natural beauty can be supported, not chased**

What I can do next

I can now turn this into either: 1. **full captions for all posts** 2. **caption + hashtag set for each week** 3. **a downloadable PDF calendar** 4. **a Buffer-ready posting sheet**