EnglishXpert

by BEEGAINS Academy

NOVEMBER 2026
CONTENT CALENDAR

30 Days of Strategic English-Learning Content

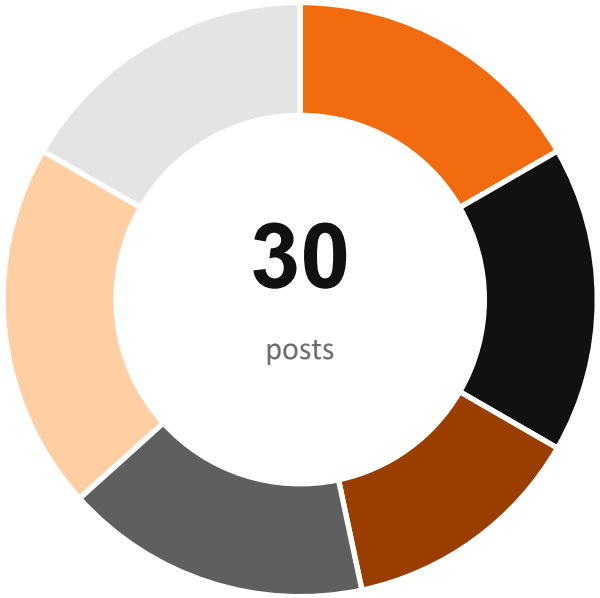


Instagram + Facebook

November Content Strategy

One post every day, built on six content pillars and seven formats, with promotion kept limited and natural.

30	30	2	7	6
Days of content	Posts planned	Platforms: Facebook + Instagram	Content formats	Content pillars



Grammar & Mistakes
5 posts
Tenses, articles, common errors and grammar quizzes

Vocabulary & Pronunciation
5 posts
Word lists, idioms, silent letters and sound-alikes

Spoken English & Confidence
4 posts
Conversation practice, roleplays and speaking confidence

Workplace & Student English
5 posts
Emails, meetings, interviews and exam-ready writing

Engagement & Community
6 posts
Polls, this-or-that, festivals, discussions and fun

Brand, Trust & Conversion
5 posts
Class glimpses, student stories, offers and enrolments

November Monthly Overview

Each date shows the planned post idea, colour-coded by content pillar.

MON	TUE	WED	THU	FRI	SAT	SUN
						1 Introduce Your State in English
2 Answer 'How Was Your Weekend?'	3 There, Their, They're	4 Spot the Mistake Quiz	5 Affect vs Effect	6 Free Speaking Assessment	7 Ship vs Sheep, Full vs Fool	8 Diwali Wishes in English
9 Back From Leave: Polite Phrases	10 6 Ways to Say 'Very Happy'	11 National Education Day: Why English	12 10-Minute Reading Aloud Trick	13 7 Compliments in English	14 5 Tongue Twisters to Try	15 Poll: When Do You Get Nervous?
16 Feedback Phrases for Work	17 Learner Wins After Month One	18 Why Not 'I Am Knowing'?	19 Answer 'What Is Your Weakness?'	20 5 Ways to Build English at Home	21 10 Ways to Say Hello	22 This or That: Podcasts vs Videos
23 Meet Your Trainer	24 6 Proverbs for Conversation	25 Quiz: Fewer or Less	26 8 Ways to Say 'Thank You'	27 December Batch Enrolments Open	28 Myth: Perfect Grammar First	29 Free Top 25 Mistakes Checklist
30 November Recap + December Goal						

Grammar & Mistakes
Vocabulary & Pronunciation
Spoken English & Confidence
Workplace & Student English
Engagement & Community
Brand, Trust & Conversion

Detailed Content Calendar | Nov 1–10

Status flow: Idea > Planned > Design > Review > Approved > Scheduled

DATE	DAY	CONTENT TOPIC	PLATFORM	FORMAT	CONTENT PILLAR	OBJECTIVE	CTA	STATUS
Nov 1	Sun	Kerala Piravi Special: Introduce Your Home State in 5 Confident English Sentences	Instagram + Facebook	Carousel	Spoken English & Confidence	Community Building	Share your favourite thing about Kerala below	Planned
Nov 2	Mon	Small Talk at Work: 6 Ways to Answer 'How Was Your Weekend?'	Instagram + Facebook	Reel	Workplace & Student English	Education	Try one of these answers today	Planned
Nov 3	Tue	There, Their or They're? Never Mix Them Up Again	Instagram + Facebook	Reel	Grammar & Mistakes	Education	Bookmark this for your next email or chat	Planned
Nov 4	Wed	Spot the Mistake: Which Sentence Is Correct?	Instagram + Facebook	Quiz	Grammar & Mistakes	Engagement	Comment your answer: A, B or C	Planned
Nov 5	Thu	Affect or Effect? A Simple Trick to Remember the Difference	Instagram + Facebook	Educational Graphic	Grammar & Mistakes	Education	Share this with someone who mixes them up	Planned
Nov 6	Fri	Free 10-Minute Speaking Assessment: Find Out Your English Level	Instagram + Facebook	Static Post	Brand, Trust & Conversion	Lead Generation	Book your free assessment	Planned
Nov 7	Sat	Sound Twins: Ship vs Sheep, Full vs Fool. Can You Hear the Difference?	Instagram + Facebook	Reel	Vocabulary & Pronunciation	Engagement	Record yourself and send it to us	Planned
Nov 8	Sun	Happy Diwali: 6 Warm Ways to Wish Friends and Colleagues in English	Instagram + Facebook	Static Post	Engagement & Community	Community Building	Send one of these wishes to someone today	Planned
Nov 9	Mon	Back From Leave? 5 Polite Ways to Say It at Work	Instagram + Facebook	Carousel	Workplace & Student English	Education	Forward this to a colleague returning from leave	Planned
Nov 10	Tue	6 Ways to Say 'I'm Very Happy' Without Using the Word Happy	Instagram + Facebook	Carousel	Vocabulary & Pronunciation	Education	Save this list for your next conversation	Planned

Detailed Content Calendar | Nov 11–20

Status flow: Idea > Planned > Design > Review > Approved > Scheduled

DATE	DAY	CONTENT TOPIC	PLATFORM	FORMAT	CONTENT PILLAR	OBJECTIVE	CTA	STATUS
Nov 11	Wed	National Education Day: 4 Ways English Skills Open Doors for Students	Instagram + Facebook	Educational Graphic	Workplace & Student English	Awareness	Share with a student who needs to see this	Planned
Nov 12	Thu	Read Aloud for 10 Minutes a Day: The Easy Fluency Trick	Instagram + Facebook	Reel	Spoken English & Confidence	Education	Take the 10-minute challenge this week	Planned
Nov 13	Fri	World Kindness Day: 7 Genuine Compliments You Can Give in English	Instagram + Facebook	Carousel	Engagement & Community	Community Building	Tag someone you'd give one of these to	Planned
Nov 14	Sat	Children's Day Fun: 5 Tongue Twisters to Try at Any Age	Instagram + Facebook	Reel	Vocabulary & Pronunciation	Engagement	Challenge a friend to say them three times fast	Planned
Nov 15	Sun	Poll: When Do You Feel Most Nervous Speaking English?	Instagram + Facebook	Poll	Engagement & Community	Community Building	Vote and we'll cover the top answer next	Planned
Nov 16	Mon	Giving Feedback at Work: 5 Phrases That Sound Helpful, Not Harsh	Instagram + Facebook	Reel	Workplace & Student English	Education	Follow **EnglishXpert** for weekly workplace English	Planned
Nov 17	Tue	Learner Wins: What Students Notice After Their First Month	Instagram + Facebook	Carousel	Brand, Trust & Conversion	Trust	DM us to start your first month	Planned
Nov 18	Wed	Why We Don't Say 'I Am Knowing': Stative Verbs Made Simple	Instagram + Facebook	Reel	Grammar & Mistakes	Education	Comment the verb that surprised you	Planned
Nov 19	Thu	How to Answer 'What Is Your Biggest Weakness?' Honestly and Smartly	Instagram + Facebook	Carousel	Workplace & Student English	Education	Tag a friend who is job hunting	Planned
Nov 20	Fri	Universal Children's Day: 5 Easy Ways to Build English at Home	Instagram + Facebook	Educational Graphic	Engagement & Community	Trust	Share with a parent who'd love this	planned

Detailed Content Calendar | Nov 21–30

Status flow: Idea > Planned > Design > Review > Approved > Scheduled

DATE	DAY	CONTENT TOPIC	PLATFORM	FORMAT	CONTENT PILLAR	OBJECTIVE	CTA	STATUS
Nov 21	Sat	World Hello Day: 10 Ways to Say Hello Beyond 'Hi'	Instagram + Facebook	Reel	Spoken English & Confidence	Engagement	Comment your favourite greeting	Planned
Nov 22	Sun	This or That: Learning From Podcasts or YouTube Videos?	Instagram + Facebook	Story	Engagement & Community	Engagement	Tap your pick and see the results	Planned
Nov 23	Mon	Meet Your Trainer: How We Help Silent Learners Start Speaking	Instagram + Facebook	Reel	Brand, Trust & Conversion	Consideration	DM us 'TRAINER' to know more	Planned
Nov 24	Tue	6 English Proverbs You Can Use in Everyday Conversation	Instagram + Facebook	Carousel	Vocabulary & Pronunciation	Education	Share your favourite proverb below	Planned
Nov 25	Wed	Fewer or Less? Pick the Right Word	Instagram + Facebook	Quiz	Grammar & Mistakes	Engagement	Drop your answer and check the reveal tomorrow	Planned
Nov 26	Thu	Thankful Vocabulary: 8 Ways to Say 'Thank You' Warmly and Professionally	Instagram + Facebook	Educational Graphic	Vocabulary & Pronunciation	Education	Tell us who you're thankful for this week	Planned
Nov 27	Fri	December Batch Enrolments Open: Spoken English & Communication	Instagram + Facebook	Static Post	Brand, Trust & Conversion	Conversion	Join the December batch	Planned
Nov 28	Sat	Myth or Fact: You Need Perfect Grammar Before You Start Speaking	Instagram + Facebook	Static Post	Spoken English & Confidence	Trust	Agree or disagree? Tell us your side	Planned
Nov 29	Sun	Free Download: The Top 25 English Mistakes Checklist	Instagram + Facebook	Static Post	Brand, Trust & Conversion	Lead Generation	Comment 'CHECKLIST' to get your free copy	Planned
Nov 30	Mon	November Recap: Your Top 5 Lessons + One Speaking Goal for December	Instagram + Facebook	Carousel	Engagement & Community	Community Building	Comment one speaking goal for December	Planned

THANK YOU

By TEAM 2

NOVEMBER CONTENT GOAL

*"Build English-learning awareness, increase engagement, establish trust and generate qualified enquiries for **EnglishXpert** by BEEGAINS Academy."*