

FREE SOCIAL MEDIA RESOURCE

Social Media Content Calendar Template 2026

A ready-to-use content planning framework designed for Maldivian businesses. Includes content pillars, posting frequency, key dates, and platform-specific tips.

01

Content Pillars

Every post should fall into one of these 4 categories. The mix keeps your feed balanced and your audience engaged.

PILLAR 1 (40%)

Educational

Tips, how-tos, industry knowledge. Positions you as an expert. Gets saved and shared.

Restaurant: "5 spices every Maldivian kitchen needs" / Resort: "Best months to visit Baa Atoll for manta rays"

PILLAR 2 (25%)

Behind-the-Scenes

Your process, team, daily life. Builds trust and human connection. Works great as Stories and Reels.

Cafe: "Morning prep at 5am, today's mashuni recipe" / Agency: "Our design process for a client rebrand"

PILLAR 3 (20%)

Social Proof

Reviews, testimonials, client results, case studies. The most powerful content for conversion.

Dive shop: "Watch Ahmed's first dive at Banana Reef" / Salon: "Before & after transformation"

PILLAR 4 (15%)

Promotional

Direct offers, product launches, sales. Keep this under 15% or your audience tunes out.

Retail: "Eid sale: 30% off all items this week" / Guesthouse: "Book 3 nights, get 4th free"

The biggest mistake: Most Maldivian businesses post 90% promotional content. Your audience follows you for value, not ads. Flip the ratio. Lead with educational and behind-the-scenes content.

POSTING FREQUENCY BY PLATFORM

PLATFORM	FREQUENCY	BEST CONTENT TYPE	BEST TIME (MVT)
Instagram Feed	4-5x / week	Carousels, single images	12-1pm, 7-9pm
Instagram Reels	3-5x / week	Short video, transitions, tips	11am-1pm, 6-8pm
Instagram Stories	Daily	Polls, BTS, quick updates	8-9am, 12pm, 8pm
TikTok	3-5x / week	Trending sounds, Dhivehi content	6-9pm
Facebook	3x / week	Links, events, community posts	1-3pm, 7-9pm
LinkedIn	2x / week	Industry insights, company updates	8-10am (Sun-Thu)

These frequencies are realistic for a 1-2 person team. If you can only manage half of this, prioritize Instagram Reels and Stories.

02

Key Dates & Events: Maldives 2026

Plan content around these dates. Pre-plan holiday posts at least 1 week in advance.

January 1 New Year's Day Peak tourist season Back-to-school prep	February 14 Valentine's Day Tourism high season Whale shark season (South Ari)	March ~ 1 Ramadan begins* Adjust posting times Ramadan content series	April ~ 1 Eid al-Fitr* Eid greetings + offers Manta season begins
May Low season begins Budget travel content 1 Labour Day	June ~ 7 Eid al-Adha* Hajj content Surfing season (South)	July 26 Independence Day National pride content Mid-year reviews	August School holidays Family content Back-to-school (late Aug)
September 27 World Tourism Day Tourism industry content Shoulder season starts	October 10 Fishermen's Day Local culture content Peak season prep	November 11 Republic Day ~ 3 National Day Peak season begins	December 25 Christmas (tourism) 31 New Year's Eve Year-in-review content

* Islamic dates are approximate and follow the lunar calendar. Confirm exact dates closer to the month.

CONTENT TYPE MIX (RECOMMENDED)

CONTENT TYPE	% OF POSTS	WHY IT WORKS IN MALDIVES
Reels / Short Video	40%	3x more reach than static posts. Instagram and TikTok algorithm heavily favors video in 2026.
Carousels / Educational	30%	Highest save rate. "Swipe to learn" posts get shared in WhatsApp groups. Huge in Maldives.
Stories	20%	Daily touchpoints. Polls and questions drive engagement. Shows your business is active.
Promotional	10%	Direct offers and CTAs. Keep it rare so it feels special. Always include a WhatsApp link.

03

Platform-Specific Tips for Maldives

What works in New York doesn't work in Male. Here's what actually drives results in the Maldivian market.

Instagram

The #1 platform for restaurants, salons, fashion, and lifestyle businesses in Male. **Reels get 3x the reach of static posts.** Use trending audio, but add Dhivehi captions for local audience. Hashtags still matter: use 5-10 mix of local (#male #maldives #hulhumale) and niche tags. Post carousels for educational content. They get shared in WhatsApp groups, which is your biggest distribution channel.

TikTok

Growing fast among 18-34 year olds in Maldives. **Dhivehi content outperforms English by 2-3x** for local audience. Don't overthink production quality. Authentic, quick, relatable content wins. Restaurant taste tests, "day in my life" at work, reaction videos to local news. Post during evening hours (6-9pm MVT) when people are scrolling after work.

Facebook

Still dominant for 35+ age group. **Community groups are incredibly powerful.** "Hulhumale Community", "Male Business Network", atoll-specific groups. Share your content in relevant groups (don't spam). Facebook Events work well for restaurants, events, and launches. The platform is declining for organic reach, but Facebook Ads targeting Maldives is still affordable (low competition).

WhatsApp

Most Maldivian businesses still rely on Viber, but WhatsApp is the smarter choice. **WhatsApp Business gives you features Viber doesn't:** product catalogs, automated quick replies, business profiles, and broadcast lists that actually reach your audience. Every post should have a WhatsApp CTA. Your Instagram bio link should go to WhatsApp. Don't sleep on WhatsApp Status. It's basically Stories for the Maldivian market.

LinkedIn

Small but valuable for B2B, especially resort management, corporate services, and professional services. The Maldives LinkedIn community is tight-knit. Consistent posting (2x/week) makes you visible quickly. Share industry insights, company milestones, and job postings. Good for attracting international partnerships and talent.

ENAB/E
MA/DIVES

Need help managing your social media?

Our Maldives-based team creates content, manages your accounts, and grows your audience. Get in touch to discuss your goals.



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