

Chanakya Astro: 30-day content calendar

Start Optional launch date. Dates remain blank until you enter a date in the amber cell.
16 shorts, 4 forecast carousels, 2 long videos and 8 interaction days. Publish from Day 1 on any chosen date.

Day	Publish date	Audience	Format	Topic and content brief	Opening hook	Instagram CTA	YouTube CTA	Before publishing	Status
1		India-led	Reel + Short	Find your moon sign Introduce Sun, Moon and ascendant as different chart references. Show where the app labels Rasi.	You know your zodiac sign. Do you know which sign this forecast uses?	Find your moon sign through the Free chart link in our bio.	Open our channel profile and choose Free chart to find your moon sign.	Record a fictional example. Verify the Rasi label and explain that this series uses the Vedic sidereal Moon sign.	Draft
2		Diaspora-led	Reel + Short	Birthplace versus current city Distinguish natal-chart inputs from the location used for local daily timings.	Born in Hyderabad, living in New York: which city belongs in your birth chart?	Save this before entering your birth details.	Save this Short to a playlist before entering your birth details.	Use Hyderabad and New York as illustrative locations. Do not show invented timing calculations or claim moving changes natal birth data.	Draft
3		Both	Carousel + post	Week 1 moon-sign predictions: work and communication Cover all 12 signs. Give each one a reviewed theme and a practical reflection prompt.	Your moon-sign outlook for the week: work, conversations and one thing to reflect on.	Save your sign's slide and revisit it at the end of the week.	Comment with the theme you want explained further; no birth details needed.	Set the publication week first. Populate the 12-sign template in Publishing guide from verified transit data and reviewed interpretations. General themes, not individual predictions.	Needs forecast
4		India-led	Reel + Short	Compatibility beyond one number Explain what a matching score summarizes and introduce communication, values and consent as separate relationship considerations.	Your kundli score is one part of a much bigger relationship conversation.	Send this to someone you would discuss compatibility with.	Share this with someone you would discuss compatibility with.	Explain matching as a traditional interpretation. Do not use a score to label a couple suitable or unsuitable.	Needs review
5		Both	Stories + poll	Audience priorities Offer three choices: relationships, career, understanding my chart. Use the result to choose a later example.	Which question brought you to astrology in your late twenties or early thirties?	Vote in the Story poll: relationships, career or chart basics.	Vote in the community poll: relationships, career or chart basics.	Use a poll with non-sensitive options. If YouTube Posts is unavailable, ask under the latest Short and reply to comments.	Draft
6		Diaspora-led	Reel + Short	Kuja / Mangal dosha basics Explain the label, its role in a traditional chart reading and why a label alone is incomplete.	Someone called you Manglik. Here is what that label means in a traditional chart reading.	Open the Dosha check link in our bio to explore your chart privately.	Choose Dosha check in our channel profile to explore your chart privately.	Have a knowledgeable practitioner review the explanation. Include context and traditional exceptions. No predictions of harm or fear-based remedies.	Needs review
7		Both	Stories + poll	Moon-sign check-in Ask whether followers found their moon sign. Answer one recurring navigation question from Day 1.	Have you found your moon sign yet?	Tap Yes or Not yet; use the Story's Free chart link if you need help.	Vote Yes or Not yet. Free chart is in our channel profile.	Reuse the Day 1 screen recording. Never request date, time or place of birth in public comments.	Draft
8		Diaspora-led	Reel + Short	Explaining kundli to your partner Give a plain-English definition and three conversation starters about family traditions and personal expectations.	Your parents ask for a kundli. Your partner has never heard the word. Start here.	Share this as a conversation starter with your partner.	Share this with someone learning about Indian family traditions.	Use inclusive examples and acknowledge different beliefs. No assumption that all diaspora families follow astrology.	Draft
9		India-led	Reel + Short	Why dosha checks include exceptions Explain that the app considers multiple reference points and classical cancellations, with one reviewed example.	Before you read a dosha result, look for the rules and exceptions behind it.	Explore the explanation through the Dosha check link in our bio.	Open Dosha check in our channel profile and read the explanation alongside the result.	Use the app's actual rules. Get the example reviewed. Do not promise that every dosha is cancelled or that a label predicts an outcome.	Needs review
10		Both	Carousel + post	Week 2 moon-sign predictions: relationships Cover all 12 signs, each with a reviewed theme and a conversation prompt.	This week's moon-sign outlook: one relationship theme to reflect on for each sign.	Save the slide for your moon sign.	Tell us which sign's theme you want unpacked in a Short.	Use the actual Week 2 dates and the guide's review process. Do not promise reconciliation, marriage or a message from an ex.	Needs forecast
11		India-led	Reel + Short	Week 2 forecast excerpt Expand three sign interpretations from Day 10, choosing the signs requested in comments.	This week's moon-sign outlook: three signs, three themes to reflect on.	Find all 12 moon signs in our Week 2 carousel.	Find all 12 signs in the Week 2 post on our channel.	Insert the three selected sign names and reviewed themes. Keep the date range visible. If Posts is unavailable, point to Free chart in the channel profile instead.	Needs forecast
12		Both	Stories + poll	Prepare the dosha explainer Collect questions about terminology, rules and exceptions for Day 14.	Which word in a dosha report would you like explained?	Leave one general question in the question sticker.	Leave one general question below the community post.	Answer general education questions only; do not collect personal birth data. Prepare Day 14 from real submitted questions.	Draft
13		Diaspora-led	Reel + Short	Career uncertainty after moving abroad Show how to read a career interpretation alongside skills, opportunities and personal priorities.	New country, new career questions. Here is how to approach a chart reading.	Explore your chart through the Free chart link in our bio.	Choose Free chart in our channel profile to explore the interpretation.	Use a fictional example. Avoid job guarantees, visa predictions, resignation advice or claims that relocation fixes a chart.	Draft
14		Both	Stories + long video	Kuja dosha explained in 6–8 minutes Chapters: terminology, chart inputs, multiple reference points, cancellation traditions, limitations, demo.	A dosha label needs context. Let's walk through the full explanation.	Watch the full explainer through the Story link.	Use the Dosha check link in the description to explore your chart privately.	Practitioner review before recording. Create a 15-second Instagram teaser from the video. Verify external-link access on YouTube; use the channel profile if needed.	Needs review
15		India-led	Reel + Short	Life milestones and comparison Address marriage and career pressure at 29–34. Explain how to use interpretations for reflection while retaining personal agency.	At 29, everyone seems to have a timeline for your life.	Save this for the next time someone compares your timeline.	Share this with a friend feeling pressure about life milestones.	Avoid presenting astrology as a cure for anxiety or giving a fixed marriage or success age. Keep the focus on understanding and agency.	Draft
16		Diaspora-led	Reel + Short	Sade Sati and dosha terminology Explain the difference between a transit period and a natal-chart classification in the tradition used.	Sade Sati and Kuja dosha appear in the same report. What is the difference?	Save this glossary for your next chart reading.	Save this Short to your astrology basics playlist.	Review terminology with a practitioner. Do not imply a difficult life event is inevitable during a transit period.	Needs review
17		Both	Carousel + post	Week 3 moon-sign predictions: work and priorities Cover all 12 signs with reviewed themes and prompts for reflection about the week.	Your moon-sign outlook for the week: a theme for work and personal priorities.	Save your sign's slide and reflect on it at the end of the week.	Comment with one general question about this week's themes.	Populate actual Week 3 dates and verified interpretations. Avoid instructions to invest, quit a job or delay essential decisions.	Needs forecast
18		India-led	Reel + Short	Three questions before kundli matching Suggest asking about birth-time certainty, the method used and how limitations are explained.	Before matching kundlis, ask these three questions.	Save these questions for your next compatibility conversation.	Share these questions with someone exploring compatibility.	Keep the questions educational. Do not imply matching replaces communication or determines a relationship's outcome.	Draft
19		Both	Stories + quiz	Unknown birth time Ask whether entering an assumed noon time gives a precise chart; explain input uncertainty.	Unsure of your birth time? Which parts of a reading need extra caution?	Take the quiz, then read the explanation in the next Story.	Choose an answer in the poll; we will explain it in the post comments.	Explain that ascendant and house-dependent results can change. Do not imply the Moon sign is always certain when birth time is unknown.	Needs review
20		Diaspora-led	Reel + Short	Different apps, different dosha results Compare input accuracy, stated calculation conventions and cancellation rules before comparing labels.	Two apps. Two different dosha results. What should you check first?	Watch our full dosha explainer through the link in our bio.	Tap the related video for our full dosha explainer.	Link to Day 14. Use fictional results or your own approved demonstration; avoid unsupported claims about competitors.	Needs review
21		Both	Stories + poll	Research the paid report Show two proposed contents lists: relationship interpretation and career interpretation.	Which part of your chart would you actually want explained in depth?	Vote for relationship or career, then tell us what the report must include.	Vote for relationship or career and add one must-have explanation.	Label the report concepts as proposed. Do not present voting as evidence of willingness to pay.	Draft
22		India-led	Reel + Short	What makes a paid report useful? Show the difference between chart data and an enhanced plain-language interpretation using a labelled sample.	Before you pay for an astrology report, look for these three things.	Preview the sample through the Report sample link in our bio.	Choose Report sample in our channel profile to see the contents.	Requires a real enhanced sample and destination. If unavailable, use: Explore the free chart through our profile link. Keep the existing free PDF clearly distinguished.	Draft
23		Diaspora-led	Reel + Short	Nadi, Bhakut and Kuja: separate concepts Introduce the matching-related labels and distinguish them from the Kuja check without ranking people.	Your match report lists Nadi and Bhakut. Here is what those labels refer to.	Save this glossary before your next matching conversation.	Save this Short with the dosha explainer for future reference.	Review the terminology and regional variation with a practitioner. No claims about fertility, health outcomes or inevitable incompatibility.	Needs review
24		Both	Carousel + post	Week 4 moon-sign predictions: relationships and personal priorities Give all 12 signs a reviewed weekly theme and one reflection prompt.	Your moon-sign outlook for the week: relationships and what deserves your attention.	Save the slide for your moon sign.	Comment with the sign you want featured in tomorrow's Short.	Use actual Week 4 dates. Include the general-forecast label and review each sign before publishing.	Needs forecast
25		India-led	Reel + Short	Week 4 forecast excerpt Expand three sign themes from Day 24; use audience requests and vary the featured signs from Day 11.	Here are three moon-sign themes from this week's outlook, explained in plain language.	See all 12 signs in our Week 4 carousel.	See all 12 signs in the Week 4 post on our channel.	Insert reviewed sign names and themes. Keep the date range visible. If Posts is unavailable, direct viewers to Free chart in the profile.	Needs forecast
26		Both	Stories + post	How the product creates a reading Show the real sequence from inputs to calculation to interpretation, including what is automated.	What happens between your birth details and a reading?	Open the Story link to explore a free chart.	Choose Free chart in our channel profile to explore the result.	Confirm the current calculation engine and interpretation workflow. Accurate astronomical calculations do not validate predictive claims. Use fictional inputs.	Draft
27		Diaspora-led	Reel + Short	Local timings when living abroad Explain why current location matters for panchangam and event timings, separately from natal birth details.	A timing shared from India may not be the timing for your current city.	Explore Panchangam through our bio link and check the location shown.	Choose Panchangam in our channel profile and check the displayed location.	Test the overseas location flow before filming. Show how to confirm location; if unsupported, use a Save this explainer CTA instead of a local-result promise.	Draft
28		Both	Stories + long video	Read your chart in plain English in 6–8 minutes Use one fictional example: moon sign, chart context, dasha terminology, uncertainty and deeper interpretation.	Your chart has a lot of labels. Let's turn them into explanations you can follow.	Watch the walkthrough through the Story link.	Preview the enhanced report sample through the description link before deciding whether to buy.	Needs an actual sample for the paid CTA. Fallback: Generate your free chart using the description link. Practitioner review; no fabricated testimonials or accuracy claims.	Needs review
29		Both	Stories + poll	Research recurring value Offer weekly outlook, monthly explanation and occasional reports as choices for future product value.	You have seen your first reading. What would make you come back next week?	Vote for the update you would use and reply with what would make it useful.	Vote for the update you would use and explain why in a comment.	Label these as proposed options unless available. A preference poll is not a subscription launch or evidence of paid retention.	Draft
30		Both	Stories + post	Month-end recap and next-month choice Link to the three clearest educational posts and ask which topic should be covered next.	What made your birth chart easier to understand this month?	Reply with one useful explanation and one topic you want next month.	Comment with one useful explanation and one topic for next month.	Choose recap posts using saves, qualified visits and completed readings, not reach alone. Review results separately for India and the diaspora pilot.	Draft

Publishing guide

Decision	How to use it	Source / destination
Publishing rhythm	Four shorts weekly: Days 1, 2, 4, 6; 8, 9, 11, 13; 15, 16, 18, 20; 22, 23, 25, 27. Reuse each original video on Instagram and YouTube. Forecast carousels: Days 3, 10, 17, 24. Long YouTube videos: Days 14 and 28. Other days use Stories or community interaction.	
Language and audience	The hooks are English master copy. Adapt India-led posts to one Indian language you can speak naturally, with English subtitles. Use English for diaspora-led posts and shared explainers. Audience labels describe the example, not an exclusion. Start with one diaspora country.	
Short-video structure	Aim for 25–45 seconds. First 2–3 seconds: hook. Next 15–30 seconds: one clear explanation or demonstration. Final 5 seconds: one CTA. Record a clean vertical master and export separately without another platform’s watermark.	
Batch production	Each week, research and review four shorts together, record them in one session and reuse a consistent caption style. Write the weekly 12-sign outlook once, then adapt it into the Instagram carousel and YouTube post. Reserve a second session every other week for the longer explainer.	
Publishing windows	Test an evening slot in India’s time zone for India-led posts and an evening slot in the selected diaspora country’s time zone for diaspora-led posts. Keep windows consistent initially, then use channel analytics. These are starting tests, not universal best times.	
YouTube Posts fallback	Carousels become image/text community posts; Story polls become community polls when Posts is available. If the feature is unavailable, use that day to answer comments on the most recent relevant Short. Do not create an extra video just to fill the day.	
Link routing	Instagram: use profile links or a Story link sticker. YouTube Shorts: use channel profile links or a related-video link to your own longer explainer. Ordinary URLs in Shorts descriptions and comments are non-clickable. Long-video external links require access to advanced features.	https://support.google.com/youtube/answer/13748639?hl=en
Free chart destination	Profile label: Free chart. Use the horoscope page for moon-sign discovery and first readings. Test completion on mobile before publishing.	https://astro-chanakya.com/horoscope
Dosha destination	Profile label: Dosha check. The current tool describes checking Mars from Lagna, Moon and Venus with classical cancellations. Explain the selected tradition and its limitations.	https://astro-chanakya.com/kuja-dosha
Local timings destination	Profile label: Panchangam. Check the current location displayed and verify the overseas flow before promising a city-specific result.	https://astro-chanakya.com/panchangam
Paid report destination	Create a real enhanced report sample and contents page before using the paid CTAs on Days 22 or 28. Until available, use the Free chart fallback in the calendar. Do not invent a checkout URL or describe the existing free PDF as a new premium offer.	https://astro-chanakya.com/horoscope
Week 1 forecast	Days 3–9: work and communication. All 12 signs receive a general weekly interpretation. Day 3 is the forecast publication day; set the actual date range after choosing the launch date.	
Week 2 forecast	Days 10–16: relationships and conversations. Day 11 expands three reviewed themes from this forecast without changing their meaning.	
Week 3 forecast	Days 17–23: work and personal priorities. Pair each interpretation with a reflection prompt rather than a consequential instruction.	
Week 4 forecast	Days 24–30: relationships and personal priorities. Day 25 expands three reviewed themes; vary featured signs based on audience requests.	
12-sign coverage	Aries / Mesha; Taurus / Vrishabha; Gemini / Mithuna; Cancer / Karka; Leo / Simha; Virgo / Kanya; Libra / Tula; Scorpio / Vrishchika; Sagittarius / Dhanu; Capricorn / Makara; Aquarius / Kumbha; Pisces / Meena. Use the product’s own translated labels where they differ.	
Forecast slide structure	Eight Instagram slides: 1 cover with exact dates and Vedic Moon-sign label; 2–7 two signs each in zodiac order; 8 CTA and scope note. For YouTube, adapt the same reviewed text into a community post. Each sign gets one theme and one reflection prompt.	
Forecast writing template	“[Moon sign], for [date range], the reviewed interpretation of [verified transit / chart factor] highlights [general theme]. Reflection: [question].” Replace every bracket before publishing. This workbook supplies briefs, not calculated predictions.	
Forecast verification	For each weekly outlook, record the exact dates, source of planetary positions, sidereal convention, reference time zone and reviewer. Verify astronomical facts separately from interpretation. Show local dates for any timing-specific claim. Do not assert guaranteed outcomes from planetary positions.	
Suggested scope line	“General Vedic moon-sign interpretation for reflection. Individual charts and birth-time uncertainty add context.” Use plain wording in captions; avoid claims of scientific predictive accuracy.	
Dosha education	Review Days 6, 9, 14, 16, 20 and 23 with a knowledgeable practitioner. Explain the tradition, inputs and exceptions. Avoid inevitable harm, relationship rejection, health or fertility predictions, and urgency to buy remedies. Never label a person defective.	
Privacy in demonstrations	Use clearly labelled fictional examples or explicit permission for a real example. Do not solicit birth date, time and place in comments, polls or DMs. Route personal chart entry to the product.	https://astro-chanakya.com/privacy
First two weeks	Make the primary conversion a completed free reading. Save and share CTAs build understanding and distribution. Day 14 adds a longer explanation for people who want context.	
Weeks three and four	Use Day 21 to learn report preferences; Day 22 to preview an actual enhanced report if available. Day 29 tests interest in recurring updates. A poll response does not establish willingness to pay or subscription retention.	
Weekly measurement	Review after Days 7, 14, 21 and 30. Compare short-video watch-through within each platform, saves/shares per reach where available, tagged site visits, completed first readings and report purchases. Keep India and diaspora-country results separate. Do not compare unlike platform view counts directly.	
Attribution and decisions	Use tagged links with platform and content-series labels. A shared profile link rarely identifies a specific post, so use post-specific Story or long-video links where possible and report attribution limits. Expand topics that generate useful engagement and completed readings; revise the offer when visits do not convert.	
Month-two decision	Choose the two most repeatable series using qualified visits, reading completions and return behavior. Do not select a winner from one viral post. Introduce a paid subscription only when returning users value ongoing updates, then measure actual renewals.	