
2026

FALL CONTENT CALENDAR



HEY THERE!

We hope you find this content calendar useful in the coming months. The info is generalized, so feel free to make it your own and allow it to help you get more creative with your content. If you're busy, snag the idea and run! You can continue any other posts you normally do throughout the week. And at the end, we'd love to know how the content helped the performance of your social media channels. Be sure to follow the best practices, too!

BEST PRACTICES

- Always use images to capture attention that go along with your post.
 - Post when your audience is mostly on social (use analytics and insights).
 - Post 80% shareable, interesting content, 20% salesy content.
 - Be sure all of your info is correct on the platforms you are using (hours, address, website, etc).
 - If using Instagram, use the phrase "link in bio" when wanting to link.
 - Use Ad dollars on your best performing posts and fan favorite products.
 - Test out the best times for your audience by posting at varying times and on different days.
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OCTOBER 2026

▶ = Reel Content!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				Welcome October! Share what's happening this month, including new products, services, seasonal offerings, events or promotions.	Post a 5-Star Review and share about the experience from your point of view as well.	
	▶ Share "3 Things You Should Do Before Winter" related to your industry.		▶ Show us something customers don't normally get to see. Take them behind the scenes of your business, warehouse, kitchen, office, jobsite, etc.			
			 How to Fit Social Media Marketing Into Your Busy Workday	Ask your audience a question: "What's one thing you wish you knew before using/hiring/buying?" Use the answers to create future content.		▶ Show "Before & Afters" throughout the years. How has your business changed? Use stories to post these all week.
▶ Introduce a team member and ask them 5 quick questions . Favorite product? Favorite part of the job? Favorite local restaurant? Hidden talent? Etc.		▶ Share an industry myth vs. reality . Pick something customers commonly misunderstand about your products, services, pricing or process.			Share a customer story. Tell us about a problem they had, how you helped and the result.	
	▶ National Pumpkin Day: Pumpkin decorating or carving contest, pumpkin spice debate, team photos or a creative connection to your business.		Answer a Frequently Asked Question you receive from customers this time of year.		Fill those books! Promote November appointments, events, specials, holiday ordering deadlines, consultations or services you'd like to fill.	▶ Costumes, decorations, pets, candy, office photos or a creative industry-related post.

NOVEMBER 2026

▶ = Reel Content!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Welcome November! Share what's coming up this month and remind customers about important events, specials or seasonal services. 1	2	▶ Share 3 Things Your Customers Should Know Before the Holidays related to your industry. 3	4	5	6	Share a 5-Star Review , preferably one that highlights your customer service or a specific employee. 7
8	▶ Show your team getting ready for the busy holiday season. Preparation, inventory, decorating, 9	10	Veterans Day! Recognize veterans in your company, customer base or community. Share a respectful message of appreciation. 11	12	Find a trend in your industry and post a funny, relatable video: a song, a quote, a frustration, etc. 13	14
15	 How to Combat the Top 4 Social Media Struggles 16	17	▶ Share a "You Asked, We Answered" post. Take a commonly asked question you've received and answer it in a short video. 18	19	Give your audience a sneak peek at something coming in December. New product, holiday event, promotion, menu item, gift idea, etc. 20	21
Post modified holiday hours, order deadlines, pick up dates, etc. Share consistently in stories as needed. 22	23	▶ Share 5 Things We're Thankful For about your customers, employees or community. 24	25	▶ Thanksgiving! Wish your customers, employees and community a Happy Thanksgiving. 26	27	Small Business Saturday! Encourage customers to support local businesses. Tell people why shopping local matters you. 28
29	Cyber Monday! Promote an online sale, gift card, booking special or holiday offer. If you don't sell online, share a helpful holiday tip instead. 30					

DECEMBER 2026

▶ = Reel Content!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Welcome December! Share your holiday hours, events, specials, deadlines, closures and important dates for the month.	2	3 ▶ Share a Holiday Gift Guide featuring your products or services. For service businesses, think gift certificates,	4	5 Share a 5-Star Review and thank your customers for choosing your business.
6	7 ▶ Show your business decorated for the holidays. Office, storefront, trucks, showroom, team, etc.	8	9 ▶ Share "3 Things You Should Do Before the End of the Year" related to your industry.	10	11 ▶ Share a behind-the-scenes look at your busiest time of year. What does the customer normally NOT see?	12
13	14  Make It Easy for Customers to Choose You	15	16 Share your favorite customer moments from 2026 . Projects, events, funny moments, milestones, new products or community involvement.	17	18 Ask your audience: "What was your favorite _____ of 2026?" Favorite menu item, purchase, service, event, project, product, etc.	19
20	21 First Day of Winter! Connect winter to your business with a seasonal tip, product, service or photo.	22 Share an employee appreciation post . Highlight accomplishments, anniversaries, funny moments or contributions from throughout the year.	23	24 Christmas Eve! Wish your customers a safe and happy holiday. Include your holiday hours if needed.	25 Christmas Day! Share a simple holiday greeting from your team.	26
27 ▶ 2026 Year in Review: Share your biggest accomplishments, milestones, projects, numbers or favorite moments from the year.	28	29	30 "What We're Looking Forward to in 2027": Share what's changing, what's coming and what you're excited about.	31 ▶ New Year's Eve! Thank your customers for being part of your 2026 and wish everyone a Happy New Year.		