



WINTER 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.

JANUARY 2022

CREATED BY  GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 New Year's Day: Post a short video wishing your followers a Happy New Year!
2	3 Share a motivational quote for the first "Motivational Monday" of the year.	4	5	6	7 Scan or click for ideas: 	8
9	10	11 Post a "This or That" poll. One product vs another, one blog topic vs another, etc. Use Reels!	12	13 "Go Live": Either answer an FAQ about your business or ask your audience questions to get to know them.	14	15
16	17 Martin Luther King Day: Post a quote for the day	18	19	20 Share a recent review from one of your clients with an eye-catching graphic.	21	22
23	24 National Compliment Day: Praise with a post.	25	26	27	28	29
30	31 Share a video promoting one of your most popular services.				Use your Facebook/Instagram Story to journal and share what the day at the office looks like.	

FEBRUARY 2022

CREATED BY  GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Share a poll asking if your audience thinks the Groundhog will see its shadow.	2 Groundhog's Day: Share your offices reaction to the Groundhog's "Forecast".	3	4 Shout out another local business your customers will love.	5 
6	7	8 Create a time-lapse, slow motion or superspeed video of building, cleaning, designing, working at your business.	9	10 Share some industry specific news with your customers and tell them how it affects your business/ them.	11 	12
13	14 Valentine's Day: Wish your followers a happy Valentine's Day.	15	16 Announce a special live Q&A and ask for some questions.	17 <i>Scan or click for ideas:</i> 	18  Go live with your Q&A.	19 
20	21 President's Day: Share a motivational quote from a President for a holiday/motivational Monday 1-2 punch.	22 	23	24  Share a recent blog post.	25 	26
27	28 Share a selfie from the office or a recent success story .					

MARCH 2022

CREATED BY  GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>Mardi Gras:</i> Share any treats that are in the office today.	2	3 Before and After, Then and Now or Current Situation Picture or video.	4	5 Scan or click for ideas: 
6	7	8 <i>International Women's Day:</i> Share a photo or post highlighting the women in your office.	9	10 Throwback Thursday to a "Great Moment" in your business's history.	11	12
13 Share a reminder about Daylight Saving time starting, Spring Ahead!	14	15 Use your Facebook and Instagram story to follow an employee for the day.	16	17 <i>St. Patrick's Day:</i> Share a group image of your staff wearing green.	18	19
20 <i>First Day of Spring:</i> Share a spring inspired photo/ video or Spring specials, menu items, etc.	21 <i>National Poetry Day:</i> Share a favorite poem with your followers OR write one for them!	22	23	24	25 <i>Share a 1st Quarter Round up video:</i> Fun shots of employees, customers, goals accomplished, etc.	26 
27	28	29 Share any spring décor in or around the office.	31			