
2024

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 2024

▶ = Great content for a Reel!

CREATED BY  GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 New Year's Day Share a New Year Greeting.	2 ▶ Tell your audience about any big or exciting things to come this year!	3	4 National Trivia Day Ask trivia questions about your business or industry. Offer prizes.	5	6
7 ▶ Take time to introduce your business to new followers.	8	9	10 National Houseplant Day Show off the plants around your store or office.	11	12 Garner some User Generated Content by asking for pics of people using your product.	13
14	15 Martin Luther King, Jr. Day	16	17	18	19 ▶ National Popcorn Day Treat your clients to free popcorn with a purchase or an appointment.	20
21	22 ▶ Celebrate January Employee Birthdays or Anniversaries with a shout out to them.	23	24 Share a recent review as a graphic or video.	25	26	27 ▶ Post about your email newsletter, i.e. how to sign up and what it includes.
 Social Media Safety and Security.	29	30	31 ▶ National Hot Chocolate Day Treat the office and show off the pics!			

FEBRUARY 2024

 = Great content for a Reel!

CREATED BY  GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1



Groundhog Day

Post a fun video or quote about the seasons or the movie.

2

3

4

Answer a frequently asked question about a product or service.

5

6

7



Post a video with a fun "life hack" or "how-to" using one of your products.

8

9

National Pizza Day

Great for Restaurant specials, or a pizza party in your store or office.

10

11

12

13



Share some history about your business like how it started.

14

Valentine's Day

Express your love to your clients, employees, or fellow businesses.

15

16



Do a tour of your office or store. Behind the scenes footage is always fun!

17

18

19

President's Day

Post about any adjusted office hours or closings/specials.

20

21



Celebrate February Employee Birthdays or Anniversaries with a shout out to them.

22

23

Rework a recent blog into a post or series of posts.

24

25



Screenshot questions or comments you've received on a recent post and react to them.

26



Setting goals for your social media pages.

27

28

29

Make a list of all of the extra things your company got done with their extra Leap Year Day!



MARCH 2024

 = Great content for a Reel!

CREATED BY  GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY




WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



<p>3</p>	<p>4</p> <p> Post a POV video Photos on Jobsite, making/ packaging a product, getting ready for an appointment, etc.</p>	<p>5</p>	<p>6</p> <p>Remind your customers of your locations/ hours/ best ways to get in touch with you.</p>	<p>7</p> <p> Do a tour of your town and tag other businesses or places you visit.</p>	<p>8</p>	<p>1</p> <p> Employee Appreciation Day Share about your incredible staff and any planned festivities.</p> <p>2</p>
<p>10</p> <p>Highlight a service or new product.</p>	<p>11</p>	<p>12</p>	<p>13</p> <p> Feature a regular customer or longtime client with a great picture or interview.</p>	<p>14</p>	<p>15</p> <p> World Sleep Day Make a funny video about sleep with products, your employees, your pets, etc.</p>	<p>16</p>
<p>17</p>	<p>18</p>	<p>19</p> <p>First Day of Spring Post a Greeting to your followers.</p>	<p>20</p>	<p>21</p> <p> Celebrate March Employee Birthdays or Anniversaries with a shout out to them.</p>	<p>22</p>	<p>23</p> <p>Post an infographic with useful stats that your customers will find interesting.</p>
<p>24</p> <p>Easter Post a greeting for the holiday.</p> <p>31</p>	<p>25</p> <p> Have your employees all answer the same question, unprompted, like "What is your favorite product we sell?"</p>	<p>26</p>	<p>27</p>  <p>Supplemental Marketing</p>	<p>28</p>	<p>29</p> <p>Share about an upcoming event, product launch, dates to remember, etc.</p>	<p>30</p>