
2025

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 2025

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



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Snow post if that applies or a fun local weather meme.



Share about your company's goals, changes, ideas, etc for the new year.

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Celebrate January Employee Birthdays/ Work Anniversaries with a group picture.



National Dress Up Your Pet Day: Great opportunity for a Social Media contest.



National Hot and Spicy Food: Chili cook off, anyone?

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Post a recent 5- Star review.

Reintroduce your company to new followers with a quick video about your products and services.



Sharing Social Media with Multiple Admins

Opposite Day! Be creative: Breakfast for lunch photos or summer clothes in the winter.

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Answer a frequently asked question.

Give us a tour of your store, warehouse or offices.

Share a before and after photo: product concept to launch, renovations, logos, etc.

FEBRUARY 2025

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1
▶ Post about a recent project, custom order or product that was exciting.

2
Groundhog Day! Post predictions or reactions to the outcome of the shadow.

3

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5

6
Share a recent 5 Star Review.

7
Celebrate February Employee Birthdays/ Work Anniversaries with a group picture.

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National Pizza Day: Offer a special if you sell pizza, if not, host a pizza party for employees/ customers.

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11
Feature a service or product that you'd like your audience to know more about.

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14
Share a Valentine's Day Greeting.

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President's Day: Post about sales, amended hours, etc.

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Expect the Unexpected in Social Media

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21
Share a snippet from a blog that links to your website. Don't have one? Write one!

22

23
▶ Post a video about your process: How you create, why you choose the products you carry, etc.

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27
▶ Show us your menu: food, drinks, services, etc

28
Post a quote that fits with your industry.

MARCH 2025

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Share a post about what makes you the top choice for your product/industry.

2

3

Celebrate February Employee Birthdays/ Work Anniversaries with a group picture.

4

5

Create a series to share every Wednesday: Feature departments, locations, menu items, services, etc.

6

7

National Employee Appreciation Day: Give your employees some love on social media!

8

Share a recent 5 Star Review.

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Show us your human side of your employees: quirks, favorite lunch, outfit of the day, etc.

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▶ Share tips on how to use your products in a unique way. Video would be great.

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St. Patrick's Day: Share a greeting and show off your green!

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International Day of Happiness and First Day of Spring: It's the perfect day for a happy, flowery post.

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▶ Do an interview style video on why your employees love working there or why you decided to open your business.

Top 5 Social Media Marketing Questions

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Post important info for your customers: where to park, hours, how to connect, etc.

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Share about an upcoming event, trade show, seminar etc where you clients can meet with you.

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