



HOLIDAY 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.

NOVEMBER 2020

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 	2	3 Avoid posting today (Election Day) or only encourage voting. Your data may be off due to Election only info or social media avoidance.	4	5 	6 Post a short, engaging video of an employee review of your products or services or a fun "something" in your office. Link to product if available.	7
8	9	10 	11 Veteran's Day: Thank You post, either by a graphic or a video.	12	13	14 Feature a product or service and link to a way to purchase, enroll, register, etc.
15	16	17 Retail, Ecomm, etc.: post about remaining shopping days. Pro services, post uplifting or funny quote/ meme about holidays	18 	19	20 Update customers on potential office/ store hour changes or closings during the upcoming Thanksgiving week.	21 
22 	23 Post picture of employees (with permission), thanking them for their hard work with your company.	24	25	26 Thanksgiving Day: Post image/quote and thank your customers for their loyalty.	27 Retail, Ecomm, etc.: Focus on deals for Black Friday - Cyber Monday. Pro services can skip posting if not running "deals".	28 Post about deals - make posts all slightly different. Video is great!
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DECEMBER 2020

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Thank customers for shopping with you over the weekend. Alternate: Winter focused image, greeting, quote.	2	3 How-To, Instructional or Life Hack Video about one of your products or services. Link to site to purchase/ learn more.	4	Retail/Ecommerce: 5 Post about how many shopping days are left for your products. Service- post a video blog about a topic for your industry.
 6	7 User Generated Content: A client's Thank you, review or pic of them using your product. Give them credit.	 8	9 Any last-minute shopping deals? Post about them now!	10	11 Post about Hanukkah . Alternate: Spotlight an employee.	 12
13 Charitable Acts? Post about fundraising contests, toy collections, food bank, etc. Alternate: Shout out a fellow business.	14	15	16 Short video clip answering a question or highlighting a product. Link to site to purchase.	 17	18	Share Holiday activities in your office: 19 Ugly Sweater contest, Christmas cookie bake-off, decorations in the office, etc.
20	21 Look back at a post that performed well last year and do a "remember when" picture or update if it was a blog post and repost.	 22	23	24 Christmas Eve: Don't forget to relay office hour updates, store closings, etc.	25 Christmas Day: Post a Holiday Greeting.	26 Kwanzaa: Post a Holiday Greeting.
27	28	Focus on light hearted content: 29 Ask for clients to post pics of themselves using your product or sharing a holiday "best moment."	30 Post about office hour updates, store closings, etc.	31 New Year's Eve: Year in review photos or videos. Wish customers and employees a Happy New Year!		