



## 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!

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### 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.












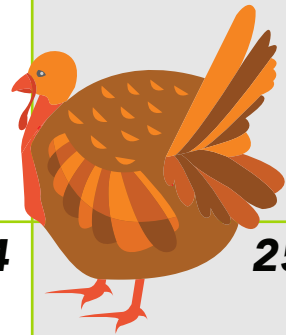







# OCTOBER 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5 <i>Guest Interview:</i> Think client or partner business and ask them to talk about what your business does for them.	6	7	8 Selfie time! Post a "current situation pic" so your followers can see you in action.	9
10	11 <i>Columbus Day/Indigenous Peoples' Day:</i> Let your customers know if your hours are affected by the national holiday.	12	13	14 <i>National Dessert Day:</i> Treat your staff to their favorite dessert from a local eatery and post about it.	15	16
17	18 Invite your clients to post about their business in the comments for some networking.	19	20	21 Share a snippet of a recent blog with a link to your website to read the whole thing.	22	22
24	25	26 Create a bunch of Hashtags that could work for your business and ask which ones your audience likes best.	27	28	29 <i>Scan or click for ideas:</i> 	30
31 <i>Halloween:</i> Post a Halloween meme or graphic.						

# NOVEMBER 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b>	<b>2</b>  <b>Election Day:</b> Encourage voting with your post.	<b>3</b> Scan or click for ideas: 	<b>4</b> 	<b>5</b>	<b>6</b> 
<b>7</b> <b>Daylight Saving Time ends:</b> Share a fun reminder to change your clocks. Fall Back!	<b>8</b> 	<b>9</b> Highlight a product or service through a blog or a video.	<b>10</b> 	<b>11</b> <b>Veterans Day:</b> Share a post highlighting a Veteran in your office or thanking Veterans for their Service.	<b>12</b> 	<b>13</b>
<b>14</b>	<b>15</b> Answer an FAQ via video/ Reel or graphic.	<b>16</b> 	<b>17</b>	<b>18</b> 	<b>19</b> <b>Flashback Friday:</b> Show the early days of your business. New business? Try a "guess the baby pic" of your employees.	<b>20</b> 
<b>21</b> 	<b>22</b> Let your customers know if your hours are adjusted for the Thanksgiving Holiday.	<b>23</b> Share a client's "thank you", review or pic of them using your product, with permission.	<b>24</b> 	<b>25</b> <b>Thanksgiving:</b> Thank all your followers for their support or post a "Thankful For..." list.	<b>26</b>  <b>Black Friday:</b> Share any specials or deals for the day.	<b>27</b> <b>Small Business Day:</b> Get in the action with your local community and post about it.
<b>28</b>	<b>29</b> <b>Cyber Monday:</b> Promote an online deal or just highlight your website!	<b>30</b>  				

# DECEMBER 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<b>1</b> Highlight a recent success story with your products or services.	<b>2</b>	<b>3</b> Post a relatable whoopsie... spilled the coffee? Hit reply all by mistake? Share your "human side".	<b>4</b>
<b>5</b>	<b>6</b> Share your offices' Holiday Decorations, maybe do a before and after video or Reel.	<b>7</b>	<b>8</b>	<b>9</b> Invite your clients to post about their business in the comments for some networking.	<b>10</b>	<b>11</b>
<b>12</b>	<b>13</b>	<b>14</b> Highlight a recent success story with your products or services.	<b>15</b>	<b>16</b> <i>Throwback Thursday:</i> Share pictures or a blog about your industry's history.	<b>17</b>	<b>18</b>
<b>19</b> Let your customers know if your hours are adjusted for the week because of the holiday.	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b> Having an office party? Take a minute and get a group shot for a virtual Holiday Card to post.	<b>24</b>	<b>25</b> <i>Christmas Day:</i> Wish your followers a Merry Christmas.
<b>26</b>	<b>27</b>	<b>28</b> Share a short video offering a behind scenes look at the everyday happenings at the office.	<b>29</b>	<b>30</b> Create a collage of your best moments on social media from the past year.	<b>31</b> <i>New Year's Eve:</i> Toast your customers and wish them a happy New Year.	