

---

# 2022


## 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!

### 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 2022

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



							1
2	3 <i>Motivational Monday:</i> Share a motivational quote in a graphic.	4 ▶ <i>National Taco Day:</i> Share a pic or video of an office lunch!	5	6	7	8	
9	10 <i>Columbus Day/ Indigenous Peoples' Day:</i> Post a greeting or any adjusted hours/ closures.	11	12 <i>Caption This:</i> Post a picture from around the office/store and ask your followers to caption it.	13	14 <i>National Dessert Day:</i> Share a dessert bake off or spotlight your favorite local dessert.	15 <i>Scan or click for ideas:</i> 	
16	17	18	19 ▶ Share a bio or success story of one of your employees.	20	21 Share a recent testimonial or 5-star review.	22	
Answer a Frequently Asked Question using a vertical video. 23	24	25	26	27	28	29	
30	Share costume photos, Halloween décor or Fall fun images. 31					<i>National Cat Day:</i> Post a meme, a pet pic, a cat joke. Cats tend to get clicks!	

# NOVEMBER 2022

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3 ▶ <b>Throwback Thursday:</b> Share an older pic of your team or your business.	4	5
6 <b>Daylight Savings Time Ends:</b> Share a Reel or graphic reminding your customers that the clocks are changing.	7	8 <b>Election Day:</b> Encourage voting or share a quote celebrating freedom.	9	10	11 <b>Veteran's Day:</b> Share a post honoring Veterans.	12
13	14 <i>Scan or click for ideas:</i> 	15	16	17 It's time to answer another Frequently Asked Question with a vertical video.	18	19
20	21 If your hours are adjusting for Thanksgiving, update your customers today.	22	23 ▶ Share a video or slideshow with your team sharing what they are thankful for this year.	24 Wish your followers a Happy Thanksgiving!	25 <b>Black Friday:</b> Share any specials or deals for today!	26 <b>Small Business Saturday:</b> Update your specials or hours or share about small businesses you support.
27	28 <b>Cyber Monday:</b> Share any online specials you are offering.	29 ▶ <b>Giving Tuesday:</b> Spotlight a local charity or fundraiser you care about.	30			

# DECEMBER 2022

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

**National Christmas Lights Day:**  
Share your Christmas lights or ones in the neighborhood.

2

3

4

5

6

**GO LIVE!** with product demos, service spotlight, event announcement or customer special.

7

8



9

**Before and After:**  
Show your office's before and after holiday decorations.

10

11

12

**Motivational Monday:**  
Share a holiday season themed motivational quote/ favorite Christmas movie quotes.

13

Scan or click for ideas:



14

15



16

**National Ugly Sweater Day:** Have your team wear ugly sweaters and ask your followers to vote for the ugliest.

17

18

19

20

Share your hours for the next two weeks if they are affected by the Holidays.

21

22

23

Get a group picture with your team at your holiday celebration!

24

25

Wish your followers a Merry Christmas!

26

27



Highlight some of your best/memorable moments from the last year.

28

29

30



Raise a glass of champagne to wish your followers a Happy New Year!

31