

2023

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 2023

 = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>1</p> <p> Welcome October with a Fall POV image or video from your store or office.</p>	<p>2</p>	<p>3</p> <p>Scan or click for TIPS</p> 	<p>4</p>	<p>5</p>	<p>6</p> <p>World Smile Day: Show off customer/employee smiles throughout the day in your Stories.</p>	<p>7</p>
<p>8</p>	<p>9</p> <p>Columbus Day Indigenous People Day Post a greeting and/or any adjusted business hours or closures.</p>	<p>10</p>	<p>11</p>	<p>12</p> <p> Answer an FAQ via Video</p>	<p>13</p>	<p>14</p>
<p>15</p>	<p>16</p> <p> National Boss' Day Celebrate your boss with a social media shout out.</p>	<p>17</p>	<p>18</p> <p>Share a recent 5 Star review of your business.</p>	<p>19</p>	<p>20</p>	<p>21</p> <p>Tease Holiday sales or feature a service.</p>
<p>22</p>	<p>23</p>	<p>24</p>	<p>25</p> <p>Share seasonal tips, products or need-to-know info.</p>	<p>26</p>	<p>27</p> <p> Post an image or video from a job site, an installation or a consultation.</p>	<p>28</p>
<p>29</p>	<p>30</p>	<p>31</p> <p>Post pics of your office, store or restaurant's Costume/Harvest Parties.</p>				

NOVEMBER 2023

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

2

3

4



Share your newsletter or subscription exclusive content with link to sign up.

5

6

7

8

Scan or click for TIPS

9

10

11



Post a how-to video for your product, services, etc.

Election Day:

Encourage your followers to vote or post a quote celebrating Freedom.



Veteran's Day:

Post thanking Veterans, feature Veteran employees.

12

13

14

15



Share interesting photos/ videos from around your store/ office or from a recent event.

Post a Did You Know? Answer with something your audience might not know about your business, products, town, etc.

16

17

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21

22

23



Thanksgiving: Share a "thanks" greeting, meme or image.

24

Black Friday: Share about specials and hours.

25

Small Business Saturday: Give yourself a shout out!

Post about employee anniversaries, birthdays, achievements, etc

Update Customers on any office/store hour changes for the holiday week.

26

27

28

29

30

Cyber Monday: Post online deals.



DECEMBER 2023

 = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Share interesting Industry News or a Community Event.

2

3



4

National Cookie Day:
Bake some, share some, post a recipe or review a locally made cookie.

5

6

7

8

National Salesperson Day and 1st Day of Hanukkah: Recognize a top salesperson or post a holiday greeting.

9

10



Repost content that got a lot of engagement last December (don't share, repost).

11

12

Scan or click for TIPS



13

14

15



16

Give us a behind the scenes look at brainstorming, product creation, production, etc.

17

18

19

Post about your upcoming Holiday schedule, change in hours, etc.

20

21

First Day of Winter makes for the perfect "winter" image or quote.

22

23

24

25

Christmas:
Offer a Christmas greeting, image or meme.

26

27

28

Give us a teaser of something happening in the new year within your business/industry.

29

30

New Year's Eve: 31
Share a celebratory post from your team.