

2024

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 2024

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

International Coffee Day: Post something coffee related about your business, employees' favorites, etc.

2

3

4

Flashback Friday: Share an image or video of past fun within your business.

5

6

7

Highlight a department in your business and explain what they do. This is great for Stories.

8

9

10

Feature a product/ service/ menu item that is the most popular, most requested or a fan favorite.

11

Post about how clients can connect with your business... email, phone, messenger, text, etc.

12

13

14

National Dessert Day: Highlight the desserts you sell or have an office dessert cook off and share the winners.

15



Boss's Day: Feature posts about the great bosses in your store or company.

16

17

18

Post a snippet from your most recent blog. Don't have one? Write one!

19

20

21

▶ Give us an opinion! Have a manager/ owner share about stuff they are proud of/ excited about.

22

Post about birthdays, anniversaries, milestones for your employees.

23

24

Show off a unique way to use your product or service.

25

26

27

Share a recent 5-star review or share a link to leave reviews.

28



Batch Content Creation and Scheduling

29

30

31

Candy, pumpkins, parties and more... you know what to do!



NOVEMBER 2024

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

"A Day in the Life" Show us a video or pictures following a particular job or client or product around for a day.

2

3

Use Stories to share a picture every hour of your products or images that represent your services.

4

5

6

7

Tout your accomplishments. Share awards for your business, employees, products, etc.

8



Give us an inviting tour of your town, parking situation, front door, etc.

9

10

11



12 Get creative! Write a poem, a jingle, paint a picture something artistic related to your business.

13

14 Be genuine. Talk about a product or service you wish was better known or sold more.

14

15

16

17

17 Start a conversation! Ask your audience what you could do better, add to your menu, etc.

18

19 **National Entrepreneur's Day:** this is a great day to celebrate the people who created/ run/ invented your business.

20

21 **Say Hello to New Followers:** Introduce your business, your team, your customers... and say hello!

21

22



23 **Capture that Content: Picture/Video Habits**

23

24

24 Preview upcoming specials, store closings, holiday related changes, and more.

25

26

27



28 **Thanksgiving Day:** Post a greeting to all your clients and customers.

28

29

29 **Black Friday:** Share discounts, changes in open hours, instructions for online orders, etc.

30

30 **Small Business Saturday:** Post a Thank You to loyal customers, promotions, etc.

DECEMBER 2024

 = Great content for a Reel!

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>1</p> <p>Post a 5-star review. Don't have any? Ask for some!</p>	<p>2</p>	<p>3</p>	<p>4</p> <p> National Cookie Day: Post about cookie items you sell or show off cookies you've made.</p>	<p>5</p>	<p>6</p>	<p>7</p>  <p><i>The Power of Your FAQs</i></p>
<p>8</p> <p>Post an answer to an FAQ. Bonus: Post several answers and use them in your stories.</p>	<p>9</p>	<p>10</p> <p>Share about your staff's favorites: drinks, lunch, day of the week, hobbies, etc.</p>	<p>11</p>	<p>12</p>	<p>13</p> <p> Show us what's been ordered this week, popular items and customer faves.</p>	<p>14</p>
<p>15</p> <p>Talk about your company's or employees' charitable connections and share ways to donate.</p>	<p>16</p>	<p>17</p> <p>Post open jobs and how to apply. Not hiring? Post about open appointments or items you want to promote.</p>	<p>18</p> <p> Scroll through old content and find something that makes sense to reuse/repurpose.</p>	<p>19</p>	<p>20</p>	<p>21</p> <p>First Day of Winter: Share a greeting, snow prediction or even do a summer or winter poll.</p>
<p>22</p>	<p>23</p>	<p>24</p> <p>Christmas Eve: This is a great time to share about changes in open hours, specials, etc.</p>	<p>25</p> <p> Christmas Day: Post a Holiday Greeting from your business.</p>	<p>26</p>	<p>27</p> <p>Give an end of the year report/ update with goals/ predictions for the new year.</p>	<p>28</p>
<p>29</p>	<p>30</p>	<p>31</p> <p>New Year's Eve: Share a greeting with a toast to the new year.</p>				