

# 2025

## 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 2025

▶ = Great content for a Reel!

CREATED BY *greendesign* GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



**International Coffee Day:** ▶  
Treat your teams or customers to some coffee and document the happiness with pics and video.

1

2

3

4

**World Smile Day:**  
Show us pictures of your beautiful employees' and customers' faces!

▶  
**Behind the Scenes Post:** Show a video or picture of your team working hard to create what you sell.

5

6

7

Give us a snippet of why you started your business. This makes a great series to post in Stories every day.

8

9

10

**Seasonal Change Post:**  
Reflect on changes in your business and share them with your followers.

11

Share a recent 5 Star Review.

12

▶  
**Before and After:**  
Renovations, creations and transformations. (Think back to your beginnings.)

13

14



**How Often Should You Refresh Your Content Plan?**

15

16

17

18

Offer a Fall tip related to your business (Autumn checklist or Fall inspo or seasonal offerings).

19

20

21

▶  
Answer a Frequently Asked Question.

22

23

Share about this month's Employee Anniversaries or Special Recognition.

24

25

26

▶  
Address a common misconception in your industry.

27

28

29

30

**National Checklist Day:** Make a checklist that would be helpful to your clients as a free download.

31

Show us pictures of your Seasonal office décor, displays or costume parties. 🎃



# NOVEMBER 2025



= Great content for a Reel!

CREATED BY



GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

2

Make a "time" related post because Daylight Saving Time Ends today (if applicable).

3

4

5



Tease upcoming specials for the holidays, specifically Black Friday.

6

Share a recent 5 Star Review.

7

8

9



Create a gift guide of products you sell or products you love.

10

11

**Veteran's Day:**  
Share a greeting thanking Veteran's for their service.

12



Build up to the "Season of Thanks" but creating videos sharing what your employees are most thankful for. Post in Stories, too.

13

14

Share about this month's Employee Anniversaries or Special Recognition.



15

Using Storytelling for Marketing

16

17



Our favorite moment this year: and tell us a story about a wonderful customer or inspiring day.

18

19

**National Entrepreneur's Day:**  
Share about your small business and how it began.

20

21



**World Hello Day:**  
Make a video montage of all of your customers coming into your store saying "Hello".

22

23

Answer a Frequently Asked Question.

24

Post about changes in your office hours, availability, store closings, etc., due to the holiday.

25

26

Post a Thanksgiving Greeting, heartfelt 'Thank You' or offer a freebie to show your gratitude. 🍂

27

28

Share about Black Friday Specials and Promotions. 🛍️

29

**Small Business Saturday:** Post events, promotions, sales, etc.

30

# DECEMBER 2025



= Great content for a Reel!

CREATED BY



GTDESIGN.CO

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

**Cyber Monday:**  
Share about your online specials and give clear directions on how to access them.

2

3

4



**National Cookie Day:**  
Bake some, share family recipes, give out cookies with an order, etc. 🍪

5

Share about holiday/seasonal/ 12 Days of Christmas/ end-of-year specials.

6

7

8



Feature a product of the day or explain how one of your services can help over the holidays.

9

Host a giftwrapping competition among employees and have your social following vote on the best.

10

11

Share about this month's Employee Anniversaries or Special Recognition.

12

13

14



15

**Batching Content**

16

Share about your last order date for product to arrive before Christmas.

17

18

19

20

Share pictures of your holiday decorations.

21

**First Day of Winter:**  
Share a POV from your office window. ❄️

22

Post about changes to your office hours, availability, store closings, etc., due to the holiday.



23

**Post a Year in Review:** Photo or video montage, a sincere message from the owner, or just a recap of the year as a blog.

24

25

Post a Merry Christmas Greeting 🎄

26

27

28



Look ahead and give your followers an idea of what they can expect in the New Year.

29

30



31

Share a New Year's Eve post: Show off party attire, fun themes and (appropriate) shenanigans. 🥳

