

2026

WINTER 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.

JANUARY 2026

▶ = Great content for a Reel!

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Happy New Year 🎉
Share a New Year Greeting, image, video or quote.

2

3

4



Post 2026 Brand Vision or Goals for the new year; ask followers their goals.

5

6

Post a recent 5 Star Review as a static graphic.

7

8



Meet the Team
Showcase who's kicking off the year with your audience.

9

10

Houseplant Appreciation Day
Show off the office plants or shout out your plant hobbyists.

11

Post your industry's "Top 5 Tips" for 2026 that are relevant, helpful or seasonal.

12

13



Track Your Social Media Data

14

Get to Know Your Customers Day
Poll them about their favorite products, biggest questions, future requests, etc.

15

16

17

Ask Your Audience
How can we help you meet your goals this year through our business?

18

19

20



Create a Tip Video
"How to get organized for 2026" (tailored to your industry).

21

22

Educational Mini-Guide
Share an infographic or series of graphics teaching something about your business/industry/products.

23

24



25

Share a "Did you know?" Post
RE: shipping, processing, payment options, local delivery, parking, etc.

26



Address a common misconception in your industry.

27

28

29

Shout out employee anniversaries, birthdays, sales achievements, etc.

30

31

Reshare your top post from 2025 in a new format: i.e., if it was a picture, now make it a video.

FEBRUARY 2026



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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



1

Groundhog Day

Share a video of your staff giving their predictions/ reactions to the infamous shadow!

2

3

Product/Service Spotlight

Share about current or upcoming options.

4

5

6

Post a snippet from a recent blog and make sure to use a link in the comments or bio to read it on your website.

7

8

National Pizza Day 9

Get your logo in pepperoni, throw a pie party for your team or give pizza away to the first 100 customers. Share lots of pics!

10

11

Share the post from 2025 that had the least engagement, but in a new format... i.e., if it was a video, make it a graphic in your story.

12

13



Valentine's Day ♥

Share your love and gratitude for your clients and staff.

14

15

16

17



Share a recent 5 Star Review as a Video post.

18

Introduce your company's different departments in a fun way, showing off their personalities.

19

Post job openings or highlight a recent interesting interaction with clients (funny requests, unique locations, adorable pets, etc).

20

21



22

Social Media Advertising Basics

23

24

25

Shout out employee anniversaries, birthdays, new hires, etc.

26

27

Have the owner of your company share a quick message: just a thank you, discuss new plans, sing a song... anything to show them off and create connection.

28

MARCH 2026



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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Share user generated content like an image or video that you have been tagged in.	2	3  Answer a Frequently Asked Question via video.	4	5	 6 Employee Appreciation Day Go all out with videos, pictures and stories bragging about your amazing employees!	7
8	9 Ask a Question What is your biggest (industry related) challenge this year?	10  Create follow up posts based on the answers you received yesterday.	11	 12 Popcorn Lover's Day Use this day to offer popcorn to your customers and employees and show off the fun on social.	13	 14 Finding Your Company's Voice on Social Media
15	16	17 St. Patrick's Day 🍀 Go all green for the day, create specials or share pics from an office party.	18	19 Share a 5 Star Review in your Stories.	 20 First Day of Spring 🌸 Show behind the scenes of spring decorating, window designing or just a fun greeting.	21
22	23 Spring Cleaning post using your industry as a theme: Closets if you sell clothes, Declutter if you rent dumpsters, etc.	24	25 End of Quarter reflection from owners or managers discussing exciting achievements or tease upcoming plans.	26	27 Share about employee milestones: i.e., compliments from clients, new process successes, anniversaries, etc.	28
29	30	 Give us a tour of your office or various locations; highlight anything new!				