



DECEMBER SOCIAL MEDIA POSTING CALENDAR



					1 Post about holiday stress and self-care.	2 Post about deals and offers. Or funny holiday quotes.
3 Highlight a great customer review or testimonial. Include pictures!	4 Giveaway idea: "Decorate your dog" giveaway Today is "Santa's List Day"	5 Switch to festive cover photos Post about deals and offers.	6 Highlight a charity you're supporting Introduce Gift Guides	7 Today is "Letter writing day" – post an "open letter" to your clients	8 Create a fun Spotify playlist for the holidays. Post about deals and offers.	9 Today is "Christmas Card Day" Promote gift cards.
10 Offer clients a free gift (e-book, coupons, etc.)	11 Giveaway idea: Holiday Wishlist Giveaway	12 Hanukkah Starts	13 "All I want for Christmas" live Facebook Video	14 Today is "Roast Chestnuts Day" Party tips/tricks	15 Post about deals and offers. Or funny holiday quotes.	16 National "Chocolate Covered Everything Day"
17 Post about deals and offers.	18 Today is "Bake Cookies Day" Giveaway idea: "Guess the song lyric"	19 Post your holiday hours Promote gift cards	20 Hanukkah Ends Today is "Go Caroling Day"	21 Winter Solstice Post about deals and offers.	22 Funny holiday quotes.	23 "Super Saturday" or "Panic Saturday" – last minute shopping ideas
24 Today is National Eggnog Day	25 Christmas Day	26 Kwanzaa Starts	27 Post about new year resolutions.	28 Today is "Card Playing Day"	29 Ask clients to share funny/favorite/inspiring stories from the holidays.	30 Follow-up post about new year resolutions.
31 New Year's Eve!						

Don't Forget!

Hashtags

Have fun with hashtags!
Especially if you're running a
giveaway or contest.

#happyholidays #👁️

Emojis

There are so many fun emojis to
use during the holidays! Emojis
help draw attention to your post
and provide stopping power
while someone is scrolling
through social media.

Here are some favorites:



Tag Influencers

Give your post legs by tagging
employees, partner companies,
happy customers, and other
influencers. This will boost reach
and engagement!

Topic Ideas

Giveaways

- "Decorate Your Dog" – think reindeer antlers, Christmas lights, you name it! Don't forget to post your own photo.
- "Holiday Wish List" – Ask your customers to comment on a post saying what they TRULY want as a holiday gift from your business. Pick a winner & give it away!
- "Guess the Song Lyric" – make a fun game of posting song lyrics and have your audience guess which holiday song it came from. First one to guess correctly wins!

Post Themes

- Party Tips (tie it into your business!)
- Gift Guides/Ideas (of course from your products and services)
- Self-Care Tips (It's a stressful time of year!)
- Funny or inspirational quotes

Boost Your Bottom Line

- Promote your specials/deals
- Promote gift cards from your business
- Promote featured products/services

Need Some Help?

Did you know?

I'm a freelance writer and digital marketing consultant. Contact me today for custom projects or if you need an expert to handle your holiday posting!

Email ashley@akwerner.com

Call 641-414-1136

Did you also know?

I'm friends with some pretty talented designers and super-smart web developers. The sky is the limit when it comes to connecting with your audience through digital marketing!