

12 DAYS OF CONTENT

Christmas Calendar

1

Share local information about events or things going on in your community. Providing value to your audience.

2

Share your tips for maintaining a sense of calm during the Festive season.

3

Create a How-to: how to decorate your home, how-to gift wrap, how-to put a hamper together.

4.

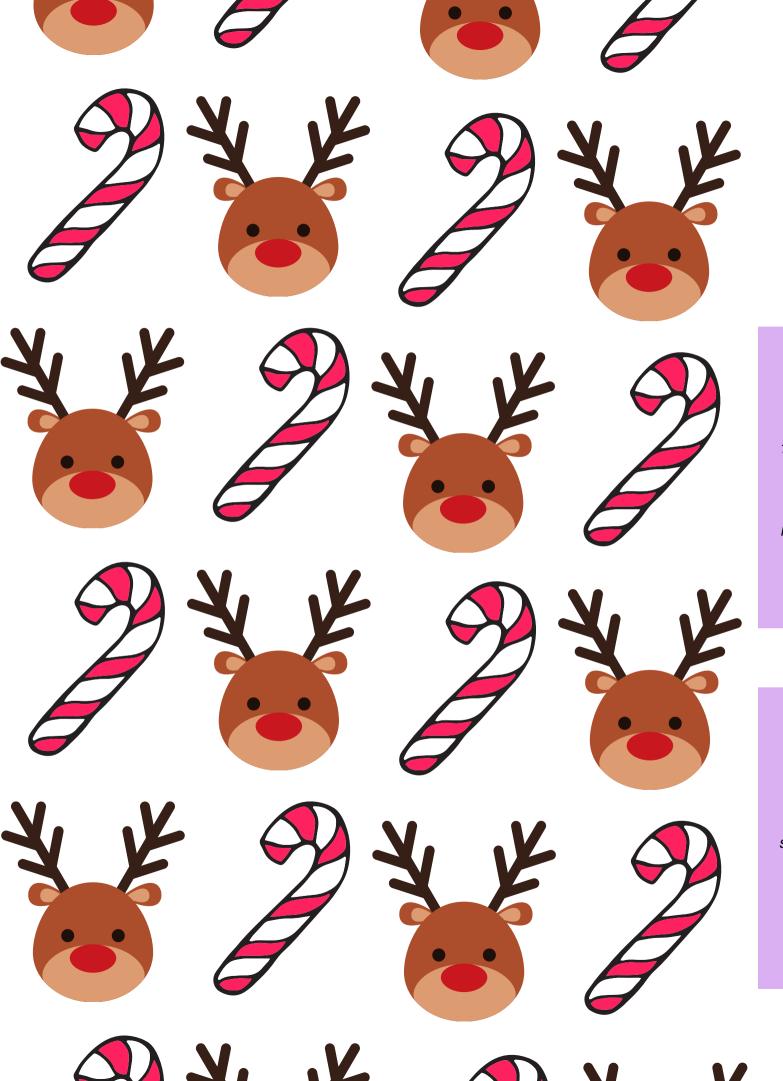
This is the season of giving, share information about local charities that your audience can donate to. Be sensitive in your messaging that many people may be experiencing financial hardship.

5.

Share a gift guide for your target audience including some of your own products and some that you love from other businesses.

6.

Festive recipe: share a traditional recipe for a meal/bake. You don't have to be in the food industry to share in Festive delights.



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7.

Host a LIVE event, invite people to join you for a Christmas singsong/quiz/party. Use this opportunity to showcase your personality and build a stronger community around your business.

8

Ask people what their favourite Festive film is, try a Poll to encourage engagement. 9.

Do you have a special offer to share with your customers? Tell them about it!

10.

Share an act of kindness that you have performed lately, share the joy and let people see the person behind the business. 11.

Create a Christmas Wrapping
Spotify playlist and host a live
wrap-a-long. You and your
audience can connect and get
some wrapping done ahead of
the big day!

12.

Lots more people are searching for sustainable gift options, share the products that you have.