



# 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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## *Christmas Calendar*



**7.**

*Host a LIVE event, invite people to join you for a Christmas sing-song/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.*