

2022 Social Media Content Calendar

January

- On a scale of 1-10 how happy are you with our product/service?
- Tip Tuesday
- Promote a product or service
- Get to Know Your Customers Day
- Post a poll
- Highlight a staff member

Holidays/National Days

- New Years Day
- Martin Luther King Jr. Day
- National Pie Day
- National Fun at Work Day

March

- Client spotlight
- Ask to follow you on other social media platforms
- Ask Me Anything (AMA)
- Thank customers for their business
- Before and afters

Holidays/National Days

- Women's History Month
- Employee Appreciation Day
- St. Patrick's Day
- International Day of Happiness

February

- Share a "How-To"
- Post a client testimonial
- Answer a frequently asked question
- Community spotlight

Holidays/National Days

- Black History Month
- Super Bowl
- National Pizza Day
- Valentine's Day
- President's Day
- Random Acts of Kindness Day

April

- Correct a Common Misconception
- This or That
- Share a blog post that is relevant to your business
- Host a giveaway
- Tell a joke/pun related to your business

Holidays/National Days

- April Fool's Day
- Easter
- National Pet Day
- Administrative Professionals Day
- Earth Day
- National Superhero Day

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May

- Ask for reviews
- Share a new product
- Day in the life
- Motivation Monday
- Provide a discount

Holidays/National Days

- May the 4th be with You
- Cinco de Mayo
- National Receptionist's Day
- Mother's Day
- National Do Something Good for Your Neighbor Day
- Memorial Day

July

- Office tour
- Share your story
- Taco Tuesday
- Host a poll
- Behind the scenes
- Ask to sign up for your mailing list
- Share industry news

Holidays/National Days

- 4th of July
- Chocolate Day
- World Emoji Day
- National Ice Cream Day

June

- Support a local business
- Caption a funny photo contest
- Fun Friday
- Share a quote
- Go live!

Holidays/National Days

- National Donut Day
- National Best Friends Day
- Summer begins
- Father's Day
- Social Media Day

August

- Flashback Friday
- Share another business's content
- Share interesting stats/data
- Shout out vendors/brands
- Post a fill in the blank
- Ask your audience how they found out about you
- Educate on a product or service

Holidays/National Days

- Friendship Day
- National Dog Day

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September

- Share mission statement
- Funny meme
- Solve a problem
- Work with an influencer
- Wisdom Wednesday
- Shoutout a customer

Holidays/National Days

- Read a Book Day
- International Day of Peace
- National Coffee Day
- International Podcast Day

November

- Short video from business owner
- Exploring your city
- Create fill in the blank post
- Throwback Thursday

Holidays/National Days

- Veteran's Day
- World Kindness Day
- National Take a Hike Day
- Thanksgiving
- Black Friday
- Small Business Saturday
- Cyber Monday
- Giving Tuesday

October

- Sneak peek
- Share infographic
- Share a fan photo
- Costume contest
- Talk about local events/events your hosting
- Promote branded hashtag

Holidays/National Days

- Instagram's birthday
- Boss's Day
- Halloween

December

- Share flat lay of product
- Talk about a charity
- Provide a free resource
- Give your followers a special gift
- Fun fact
- Would you rather?

Holidays/National Days

- National Cookie Day
- National Brownie Day
- Christmas
- New Years Eve

