

# CONTENT PLANNER

## for December

01 Share a discount or special promotion	02 Set a challenge for your clients or customers	03 Share an infographic with information about your business or industry	04 Preview video or photo of a new product or service	05 Recommend a fellow small business	06 Share a milestone you've reached in your business	07 Share an inspirational quote or idea
08 Offer a freebie or lead magnet	09 Share a photo or video of your workspace	10 Go LIVE on social media. Be prepared to answer a few FAQ to get the ball rolling	11 Post about your staff, or add some humour and refer to your pet/child as your staff	12 Share your brand values	13 Introduce yourself with a photo and an outline of who you are and why you do what you do	14 Share a tip related to your industry or market.
15 Testimonial: Spotlight a customer and how they use your service or product	16 Ask your audience a question	17 Create a 'how-to' video. Make it engaging and funny.	18 3 get to know you facts	19 Post about something that inspires you	20 Showcase your amazing customer service. How do you surprise and delight your customers?	21 Share a funny meme that is relevant to your business or industry
22 Share a statistic about your business or industry	23 Tell the story behind your logo or brand	24 Ask for Facebook reviews	25 Christmas Day post	26 Boxing Day post	27 Create a poll or ask an engaging question	28 Share a 'fill-in-the-blanks' post ie "What's your favourite.....?"
29 Share a post about the 'behind-the-scenes' of your business	30 Answer a FAQ	31 New Years Eve post	01 Jan New Years Day post. Welcome 2023	02 Jan Reflect on 2022 and talk about gratitude	03 Jan Post on the importance of goal setting for 2023	04 Jan Announce an event, new product or service