



# HOLIDAY SOCIAL MEDIA CHECKLIST FOR MYRTLE BEACH BUSINESSES

No	HOLIDAY SOCIAL MEDIA CHECKLIST	
1	Plan Your Content	<input checked="" type="checkbox"/>
	Identify key holiday dates and local events	
	Create a posting schedule for the season	
	Balance promotional, educational, and festive posts	
2	Design Festive Visuals	
	Use holiday colors and seasonal imagery	
	Incorporate Myrtle Beach themes like palm trees and beaches	
	Create eye-catching graphics and short videos	
3	Write Engaging Captions	
	Share holiday greetings and stories	
	Promote special offers and giveaways	
	Include clear calls to action	
4	Use Platform Features	
	Facebook Events for promotions	
	Instagram Stories with polls and countdowns	
	LinkedIn posts focused on community and business updates	
5	Boost Interaction	
	Respond quickly to comments and messages	
	Encourage user-generated content with holiday hashtags	
	Run contests or giveaways	



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6	Optimize Timing	<input checked="" type="checkbox"/>
	Post during peak engagement hours	
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7	Collaborate Locally	
	Partner with other Myrtle Beach businesses	
	Share local holiday events and news	
	Create eye-catching graphics and short videos	
8	Track Performance	
	Monitor reach, engagement, and conversions	
	Adjust strategy based on results	

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Helping Myrtle Beach businesses grow through authentic storytelling & smart social media

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