



HOLIDAY SOCIAL MEDIA CHECKLIST FOR MYRTLE BEACH BUSINESSES

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



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| 6 | Optimize Timing | |
| | 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 | |

Mark Killam

Founder, Killam Social Solutions

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

killamsocialsolutions.com | mark@killamsocialsolutions.com