

2024



December

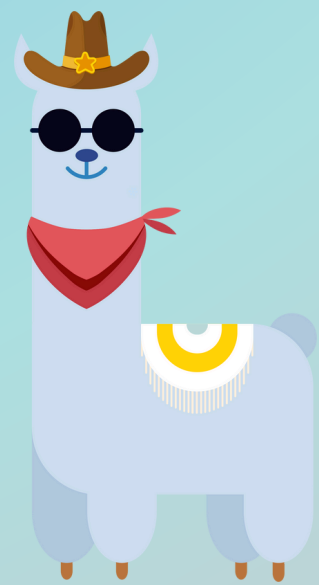
Content Calendar

Plann by Linktree*

We're always looking for new ways to help you guys work smarter not harder on socials!

That's why we're excited to share that you not only get caption ideas for every day of the month, but we show you exactly how to repurpose them across all your social media accounts!

Pair them with our professionally-designed graphic templates and targeted hashtags, and you've got everything you need to show up everywhere without the extra effort.



Introduction



December Content Calendar

Upcoming

Pending

Recurring

Past

Cancelled

Sun
1

🕒 09:00 - 09:30

📍 TikTok

December Goals

#DecemberGoals #BehindtheScenes #MeettheTeam #HolidayGoals



Mon
2

🕒 12:00 - 14:00

📍 Carousel

Content Tip:

Share 10+ photos or videos you received under your branded hashtags.

November UGC Dump

Our [brand] community makes our products look so good, we barely need a photographer! 🙌

With December in full swing, let's check out some of the best pics you tagged us in throughout November.

[1-2 personalized lines about what's depicted in the content.]



Tue
3

🕒 Best time to post

📍 Reels

Brand Gift Guide



#GiftGuide
#HolidayGiftGuide
#HolidaySeason
#ChristmasWishlist



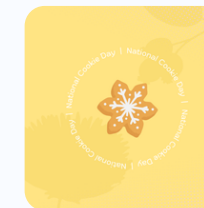
Wed
4

- 🕒 Best time to post
- 📍 Carousel



National Cookie Day

#NationalCookieDay #CookieGoals #WhatWeAreEating #CookieRecipe



Festive Office Setup



Thu
5

Festive Office Setup

Holiday season means getting to deck the literal halls of the [brand] office with cute, seasonal decor – and we couldn't be happier about it.

Let's take a look at which decorations made the cut. 🎄 Bonus points if you can guess whose desk is whose!

Fri
6

Three Facts About Product

Three things you didn't know about [product]! 🙋🐶

[Outline 3 fun facts or top tips for using the product that may not be evident to a first-time user.]

We told you this little guy was incredible, but somehow, things just keep getting better!

Drop your top tip for using [product] in the comments for your fellow [brand] addicts to appreciate.

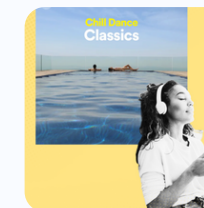


#ProductTips
#DidYouKnow
#ProductSpotlight
#ProductTutorial

Sat
7

Festive Season Playlist

#ChristmasCarols #HolidayMusic #FestivePlaylist #OfficeSpotifyPlaylist



Sun
8

Charity Alignment



Mon
9

Holiday Flash Sale

Did someone say ⚡ flash sale ⚡?

Oh, yep – that was us! To help you with your holiday gift-buying, we’re giving you [% off / gift with purchase / etc.] when you spend [minimum order amount].

From stocking stuffers to the main event, the perfect presents are just one ‘add to cart’ away. 🎁 Shop now at the link in our bio!

🕒 09:00 - 09:30

📍 Reels



#FlashSale
#HolidaySale
#ChristmasShopping
#HolidayGifting



Wed
11

Trending Sound Product Plug

The second we saw this trend, we knew we had to get on board... thankfully, it took zero convincing.

[1 line to tie the trend and the product.]

Helloooo, [product] – shop this fan-fave at the link in our bio. 🔗

#ProductSpotlight #OnTrend
#TrendingProduct #BestSeller

Tue
10

Key Dates for December

The festive season is well and truly here, and we’re not far off Christmas, Hanukkah, and New Year! So you can navigate the holidays accordingly, here’s what you need to know...

We will be [closing store/ceasing services/cutting off shipping] from [date] until [date], when we’re back in action.

Thank you to our wonderful community for all the support this year – we’re looking forward to a few more [days/weeks] of looking after you in 2024, and even better things in 2025!

EVENT TITLE

Meet The Founder



APRIL 10 | 6:00PM
ONLINE

#DecemberKeyDates
#HolidayCutOffDates
#KeyDates
#FestiveSeason

Thu
12

- 🕒 Best time to post
- 📍 TikTok

Holiday Season BTS

#HolidaySeason #BehindTheScenes #FestiveSeason #HolidayPlans



Fri
13

Customer Review

Customer reviews like this make us want to squeal with excitement! Actually, would it be weird if we did!? Ahhhh! 😂

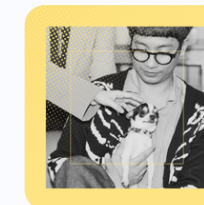
It gives us all the warm and fuzzy feelings to see loyal customers like [name] loving their [brand] products. Hashtag living the dream!

Sat
14

How We Capitalized on This Trend



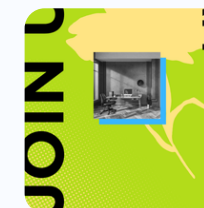
#BehindtheScenes
#ContentCreation
#SocialMediaTrends
#SocialMediaForBusiness
#TrendingContent



Sun
15

Happy Holidays Live

#FestiveSeason #HolidaySeason #HappyHolidays #HolidayQandA



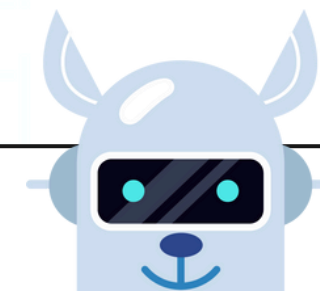
Hmmm... It looks like you're missing a few captions!

Your Ultimate Social Media Wingman, An AI Caption Generator!

Save time and effortlessly craft captivating captions for Instagram, Facebook, LinkedIn, TikTok, and Pinterest.

Let AI turn your ideas into engaging content with perfect length, relevant hashtags, and compelling CTAs.

[Try AI Captions for FREE!→](#)





Festive Giveaway

Sort your Christmas gifts or treat yourself this holiday season – it’s time for a giveaway! Just call us Santa’s elves. ✨

[1 line about what you’re giving away.]

To enter, make sure you’re following us, then simply share this post to your Instagram Story! We’ll be drawing the winner at random on [date]. Good luck!

#HolidayGiveaway #FestiveGiveaway
#ProductGiveaway #ShareandWin



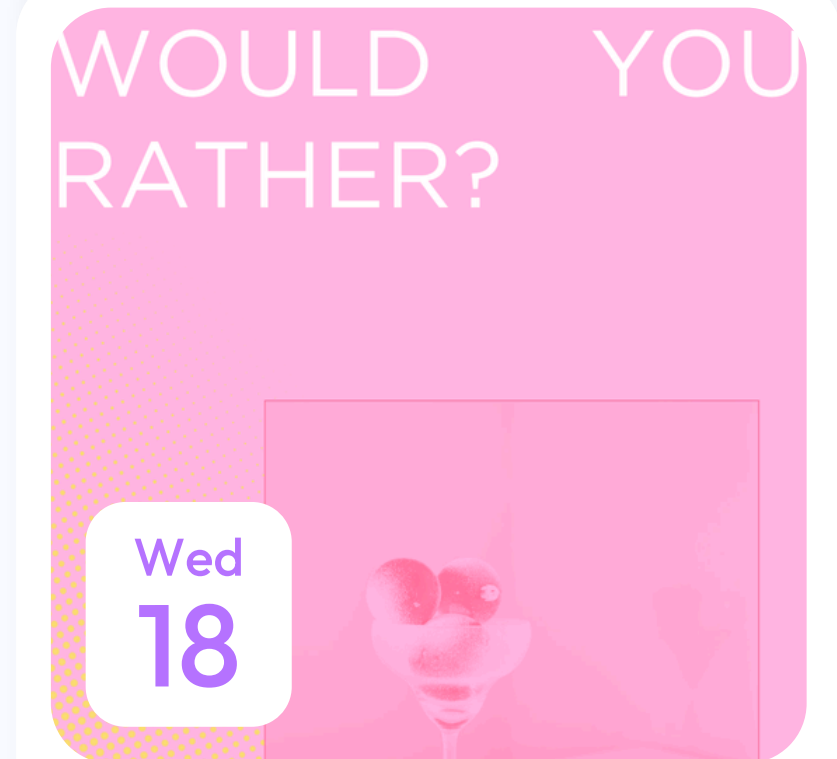
Our Latest Blog Post

Our latest blog post is a total stunner, packed with heaps of awesome info about [product and/or topic]!

[3 quick-fire callouts from the blog.]

Head to the link in our bio to give it a read and up the ante on your [topic] knowledge. 📝

#NewBlog #OnTheBlog #ProductTips
#NewBlogPost



Festive Would You Rather

Gift wrapping or gift bag? Milk and cookies for Santa, or carrots for the reindeer? Old school classics or modern carols? These are just some of the questions we’ve got for you in our latest would you rather: festive edition!



[5-6 polls with fun, engaging questions.]

🕒 09:00 - 09:30 📍 Stories



Gift Wrap With Us

Putting off wrapping your holiday gifts? Uh, same... but today's the day! 📺

Grab your presents and some paper, find a comfy spot, and let's gift wrap together.

Feel free to ask us anything – we'll be answering a bunch of questions throughout the Live to keep the vibes high!

#HolidayQandA #BrandQandA #AskUsAnything #FestiveSeason



Fri
20

Ugly Christmas Sweater Day

Christmas wouldn't be the same without traditions, and one of our faves is Ugly Christmas Sweater Day! We asked (read: forced) the [brand] team to turn out their best *lewks* in celebration.

How do you think we did – and whose sweater takes home the gold? 🏆

🕒 12:00 - 14:00

📍 Carousel



#ChristmasSweater
#FashionGoals
#BehindtheScenes
#ChristmasOutfits

Sat
21

First Day of Winter

Brrrrr... it's cold in here! ❄️ We're saying farewell to fall and welcome to winter today as the Winter Solstice officially begins.

While we'll miss the crunchy leaves and pumpkin spice vibes, we're looking forward to [2-3 wintry things you're celebrating/enjoying].

What's your favorite season?

🕒 12:00 - 14:00

📍 Stories



#WinterSolstice
#WelcomeWinter
#FirstDayOfWinter
#DecemberUpdates

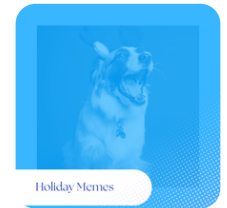
Sun
22

🕒 09:00 - 09:30

📍 Static Post

Holiday Season Meme

#HolidayMeme #FestiveMeme #Relatable #HolidaySeason #Christmas2024



Mon
23

🕒 12:00 - 14:00

📍 Reels

Unboxing a New Product

#NewProduct #TopSecret #ProductLaunch #2025Release #Unboxing



Tue
24

🕒 09:00 - 09:30

📍 TikTok

Christmas Eve Countdown

It's beginning to look a lot like Christmaaasss... Eve!

There's less than 24 hours to go 'til Santa arrives - and no one is counting down with more excitement than our team at [brand]! Activities include (but are not limited to) cookie baking, last-minute gift wrapping, singing carols, and watching our fave Christmas movies.

If you're celebrating Christmas this year, what are your Christmas Eve plans?

Content Tip:

Make a 'countdown to Christmas' video for TikTok using a trending sound.



Wed
25

🕒 12:00 - 14:00

📍 Static Post

Christmas Day and Start of Hanukkah

#MerryChristmas #HappyHanukkah #Christmas2024 #Hanukkah2024



Thu
26

Boxing Day Discount Code

Our Boxing Day sale is now LIVE! If you've been saving your pennies this holiday season, or Santa has graciously gifted you a couple of extra bucks, now's the perfect time to spend 'em.

[1 line about sale mechanism – what's on sale, what is the discount, etc.]

To say thanks for supporting us on socials this year, use [code] to take an extra [discount] off your total at checkout!



#DiscountCode
#BoxingDay
#EndOf2024Sale
#HappyBoxingDay



UGC of the Year

One of the best bits of 2024 has been seeing you, our beautiful [brand] community, go all in on our products. The pics and videos we've received from you this year are unmatched – just like our reactions every time that 'tagged' notification pops up here on Instagram!

Whether you're a new follower or an OG, sit back and relax while we show off some of the very best [brand] content we received in 2024. 🙌

Fri
27

Winter Warmer Drink Recipe

Christmas may be over, but winter has just begun, and we're relishing this colder weather!

If you're looking for the perfect 'beveragino' to kick off the snowy season, [team member], our [role], has a winner for you. Keep watching for the recipe and method!

Cheers! 🍷🥂

🕒 Best time to post 📍 TikTok



#DrinkRecipe
#WinterWarmers
#WinterDrinkRecipe
#DrinkTutorial

Sun
29

- 🕒 Best time to post
- 📍 Static Post

2024 Successes

#2024Wins #YearInReview #2024WrapUp #2024Reflection



Mon
30

New Year's Resolutions Video

A new year wouldn't be complete without a few resolutions... even if they're forgotten about by February!

To keep our [brand] gang accountable, we thought we'd let you in on our resolutions – some of which are more serious than others! 😊

What are you aiming to accomplish in 2025?

Tue
31

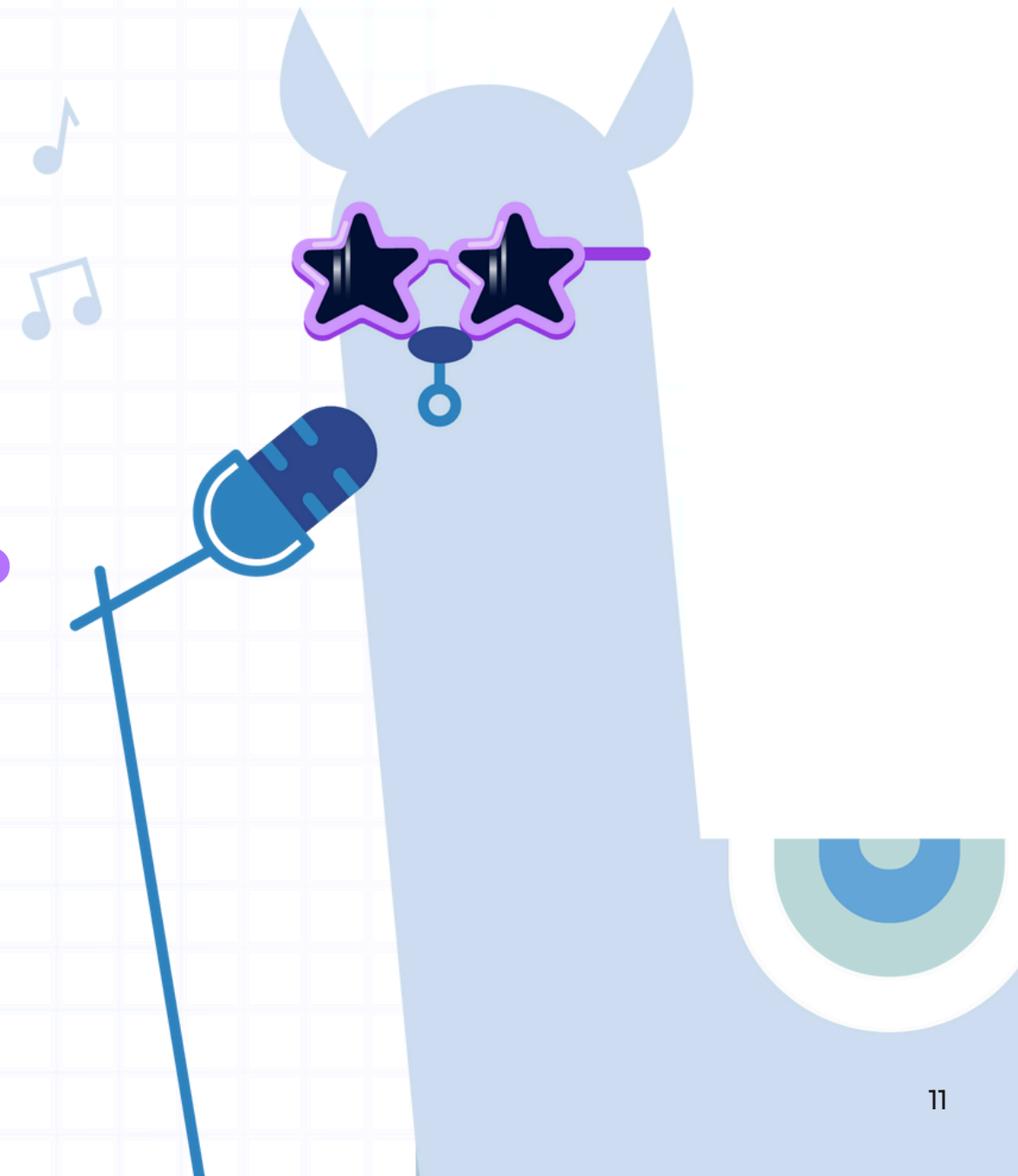
Year in Review



#YearInReview
#2024InReview
#2024WrapUp
#YearlyWrapUp



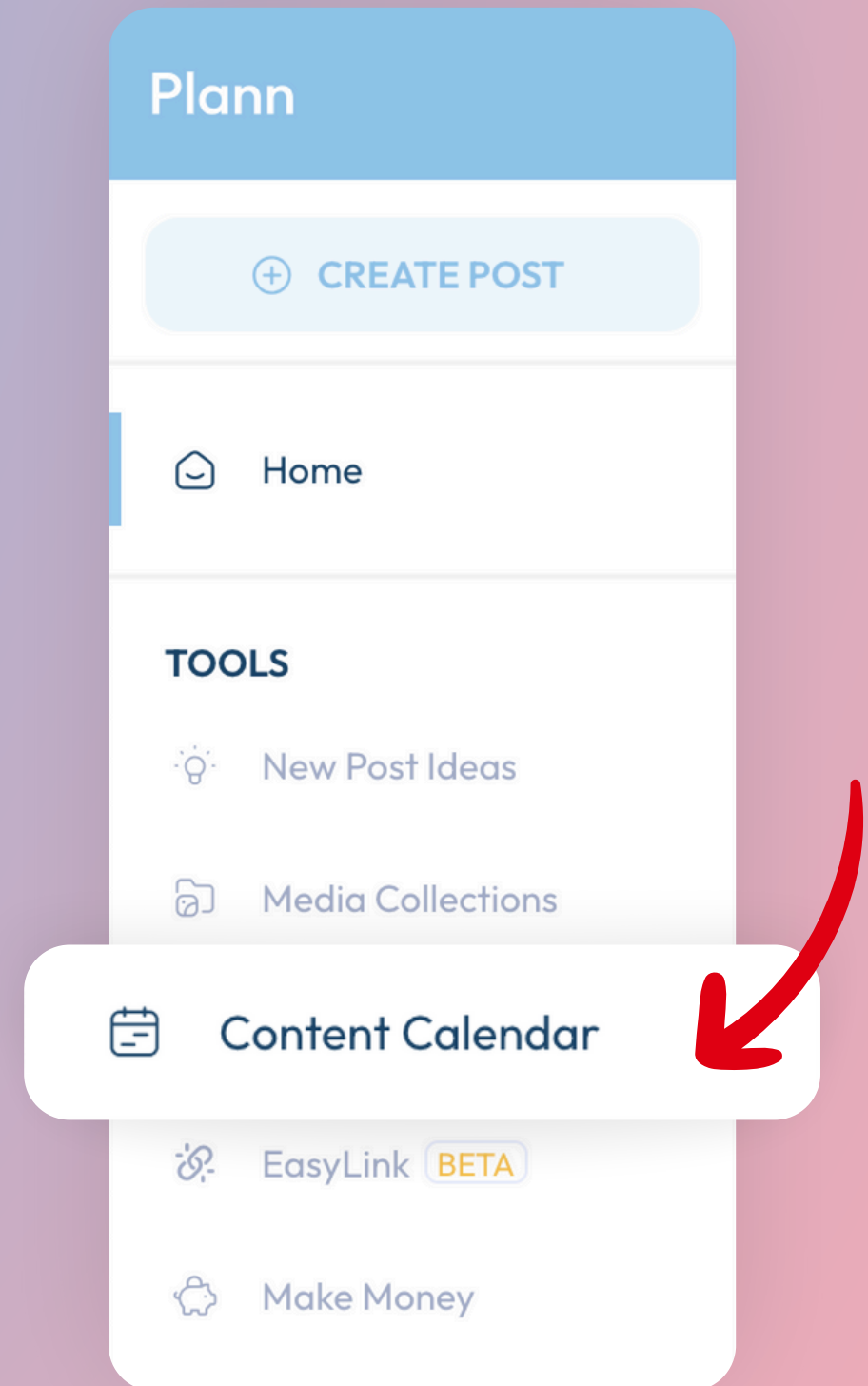
Ready to start Plann'ing?



Can't see everything you're after? Fear not!

Jump directly into your Plann workspace today and visit the [Content Calendar](#) tab for the full range of calendar events + dates of note.

Pick and chose from our range of done-for-you content; from caption prompts to hashtag sets, even a range of professional free stock images hand-selected for the date in question.



Want more?

Post Your Content Across Multiple Channels

PRODUCT FUN FACTS

Free Stock Images & Videos

01 January: New Year's Day

Create Content For:



CHOOSE ROYALTY-FREE CONTENT:



Done-For-You Caption Prompts

SOCIAL STARTER

Diving into 2024 with determination and purpose! 🙌👉 This month we're focusing on [insert goals]. We can't wait for you to share your January goals with us. Comment below and let's kick some goals together! 🙌

Copy to clipboard

NEW YEAR'S DAY HASHTAGS

#NewMonth #NewMonthVibes #FreshStart #WorkMotivation #KickingGoals #NewGoals #Monthlygoals #JanuaryGoals

Save as hashtag set

#socialmediamanager

#sweettreats

💡 Make it your own! Use a template to create a TikTok highlighting some of your goals for the month.

💡 Make it your own! Repurpose this as an Instagram Reel.

CANCEL

ADD

Repurposing Tips

Done-For-You Hashtag Sets