NECC
NEW ENGLAND COASTAL CREATIVE
Inspiring Creatives • Elevating Brands

holiday CONTENT CALENDAR

@necoastalcreative

WEEK OF
NOVEMEBER 10

THEME
Holiday Product Launch

Suggested Post Types
Photos, Teasers, Announcements

WEEKLY ACTION ITEM
Plan and announce holiday product launch with teasers on social media.

ENGAGEMENT GOAL
Encourage followers to share their favorite holiday traditions or memories and tag your account.

NOTES

WEEK OF
NOVEMEBER 17

THEME
Gift Guide Highlights

Suggested Post Types
Carousel, IG Stories, Blog Post

WEEKLY ACTION ITEM
Create and share a holiday gift guide featuring best-sellers or new items.

ENGAGEMENT GOAL
Ask followers to comment with who they're shopping for this season and tag a friend who'd love your products.

NOTES

WEEK OF
NOVEMBER 24

THEME
Black Friday Promtions

Suggested Post Types
Discount Graphics, Stories, Ads

WEEKLY ACTION ITEM
Promote Black Friday deals with dedicated graphics and ads.

ENGAGEMENT GOAL
Run a "tag-to-win" post where followers tag friends for a chance to win a holiday discount or a small gift.

NOTES

WEEK OF
DECEMBER 1

THEME
Cyber Monday Recap

Suggested Post Types
Engagement Post, Customer Testimonials

WEEKLY ACTION ITEM
Follow up Cyber Monday with thank-you posts and testimonials.

ENGAGEMENT GOAL
Invite customers to post or DM photos using your products, showcasing how they're celebrating the holidays with your brand.

NOTES

WEEK OF
DECEMBER 8

THEME
Holiday Event Recap

Suggested Post Types
Event Photos, Highlights, Reels

WEEKLY ACTION ITEM
Share highlights from holiday events and engage with attendee feedback.

ENGAGEMENT GOAL
Share a poll or question in Stories asking followers to vote on their favorite holiday event highlights.

NOTES

WEEK OF
DECEMBER 15

THEME
Last Minute Gift Ideas

Suggested Post Types
Reels, Stories, Countdown

WEEKLY ACTION ITEM
Post last-minute gift suggestions and countdown to holidays.

ENGAGEMENT GOAL
Encourage followers to share their last-minute shopping stories or top "gift-wrapping hacks.

NOTES

WEEK OF
DECEMBER 22

THEME
Seasonal Inspiration

Suggested Post Types
Festive Photos, Inspirational Quotes

WEEKLY ACTION ITEM
Offer seasonal inspiration, including stories and photos of winter-themed products.

ENGAGEMENT GOAL
Post a call for winter-inspired photos from followers, inviting them to share how they're enjoying the season (perhaps a chance to be featured on your page).

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