

365 Content Ideas & 24 Canva Templates for Retailers



1. **IG/FB Post:** Use [this Canva template](#) to share your store's New Year's goals and connect with your audience!
2. **FB/IG Post:** Try something new and arrange your products in [this Canva template](#) and share your store hours for the season. In the caption of the post talk about some of your new arrivals and what to expect this season around the store!
3. **FB Album:** Create a seasonal album and add photos to it weekly (example: Winter [Insert Year])
4. **IG/FB Post:** January 6th is National Cuddle Up Day. Share images of your most cozy items to enjoy the remainder of their winter season with the cuddle-worthy essentials.
5. **IG/FB Reel/TikTok:** January 8th is National Bubble Bath Day! Using trending audios, add several video clips together to build the perfect bubble bath, from bath salts and bombs to snacks and candles.
6. **IG Story:** Celebrate National Dress Up Your Pet Day on January 14th by creating an Add Yours Template and sharing multiple pictures of your pet dressed up from the last couple of years.
7. **IG/FB Reel/TikTok:** Celebrate National Hat Day on January 15th by having each team member take a picture in their favorite hat, and string the clips together for a short-form video with trending audio.
8. **IG/FB Story:** January 18th is National Winnie The Pooh Day! Ask your staff to wear a red t-shirt, and promote on social media that each customer that wears a red t-shirt will receive a \$5.00. Share pictures throughout the day to your Story.
9. **FB Status:** January 19th is National Popcorn Day! Ask your audience in a Facebook Status/Update what are your customers favorite movies to add to your list.
10. **IG/FB Reel/TikTok:** January 20th is National Cheese Lover's Day. Film a timelapse video building a charcuterie board and include some of your products (from preserves and snacks to cutlery, bowls and the serving board).
11. **IG Story:** National Handwriting Day is January 23rd! Create a Story showing all the blank cards you have in-stock to allow your customers to fully express themselves with their own handwriting.
12. **IG Carousel/FB Post:** Introduction of your employees with their names, titles, and a fun fact about them.
13. **IG/FB Stories:** Use the question box to ask your audience, "What is the best gift to get a host?". Then, share the results from your audience with gifts from your store/other local business recommendations.
14. **IG/FB Posts:** Share the trending products of the season.

15. **IG/FB Reel/TikTok:** January 24th is National Compliment Day. Create a video walking up to each of your team members and give them an unexpected compliment and film their reaction. Compile the clips together to create a short-form video.
16. **FB Album:** Create 3 separate albums on Facebook to celebrate National Spouses Day on January 26th. The 3 albums should be "Your Husband Will Love These Gifts", "Your Wife Will Love These Gifts", and "Your Partner Will Love These Gifts", and all product images to each of them to help spouses shop for their better halves!
17. **IG/FB Story:** Celebrate National Have Fun At Work Day on January 28th by asking each of your team members to share a joke on the Story.
18. **FB Album/IG Highlight or Carousel:** Create posts for shoppers for different categories for upcoming birthdays. Example: Gifts for Mom, Gifts for the Host, Gifts for Cooks, Gifts for Coworkers, Gifts under \$50.
19. **IG/FB Story:** Use the Add Yours Sticker to ask people to add a picture of their last fully completed puzzle to celebrate National Puzzle Day on January 29th.
20. **IG Post/FB Album:** Top picks for the upcoming month. Showcase several products and share in the caption why you believe they'll be popular items for the upcoming month.
21. **IG Stories:** Use the question box to ask your audience, "What is your favorite gift item to give...". Then choose one of the following categories to see how people reply: To your mother-in-law, A friend's partner's birthday, Someone's birthday that you recently started dating, A bachelorette party.
22. **IG/FB Post:** Use [this Meme Template](#) this week to create relatable content that appears similar to the type of content your viewers are already engaging with and sharing with their friends. Be sure to customize it to your brand!
23. **FB/IG/TikTok Post:** Head to your Google Business Profile, or the Recommendations tab on Facebook. Use [this Canva Template](#) to share one of your 5-star reviews on social media with the rest of your audience! Be sure to thank them in the caption.
24. **IG Story:** To celebrate Galentine's Day on February 13th, share all the women-owned businesses in your Story that you love to support and celebrate!
25. **IG Story/Reel:** Use [this IG Effect](#) to film Reels and Stories talking about store updates, events, and products close to Valentine's Day.
26. **IG Story:** Share images of your Valentine's Day-themed displays and add a countdown sticker to February 14th.
27. **FB Album:** Add your Valentine's Day-themed product images to an album and add the caption "We have major heart eyes for our new arrivals. 🥰 Which is your favorite?".
28. **IG/FB Stories:** This or That poll sticker about different trends, and ask your audience to vote on which one they would rather wear.
29. **IG Reels/FB Video:** Video time-lapse of different projects (ie Clay vase being created, a paint-by-number painting, a flower pot being created).
30. **IG/FB Reel/TikTok:** Share a personal story about how you and your significant other celebrate Valentine's Day. Give a shoutout to any of the local restaurants or stores you visit during this holiday.

31. **Reel Series:** Leading up to Valentine's Day / Galentine's Day create a video about each of your team members and share something you love about them and a reason you appreciate them!
32. **Carousel Post:** Products that make the perfect pair. This is a great way to upsell an individual product all while creating a better experience for the buyer!
33. **TikTok/Reel:** Using the Greenscreen Effect, share screenshots of movie characters you adore. Then, share which products from your store match that movie character or what products you think they would buy if they walked through your doors!
34. **IG/FB Reel/TikTok:** February 16th is Paczki Day! Celebrate by using the Greenscreen Effect and upload storefront images of your favorite local bakeries to shop with for Paczki Day.
35. **IG/FB Reel/TikTok:** On Paczki Day, bring a box of paczkis to your store and have your team try the different flavors and rate them out of 10!
36. **IG Story:** To celebrate National Drink Wine Day on February 17th share product images of your wine glasses and accessories that you carry in your store.
37. **IG/FB Reel/TikTok:** Add all the "cheers-ing" wine videos you have in your camera roll to one short-form video with a trending audio to celebrate National Drink Wine Day on February 17th.
38. **IG/FB Post:** To celebrate National Comfy Day on February 20th, share all the sock, pillow, and blanket products to a multi-image post to show the array of comfy products you have.
39. **IG/FB Post:** Beginners' guide to _____
(Knitting/Painting/Sewing/Embroidering/Scrapbooking).
40. **IG/FB Live:** Buying products and sourcing items. Show a behind-the-scenes of what you're ordering for the following season, and share upcoming trends.
41. **IG/FB Stories:** At a trade show, show a behind-the-scenes look at what trends and color palettes you're noticing.
42. **IG/FB Stories:** This or That poll sticker about color variations of the same product. Then ask your audience which they prefer.
43. **IG/FB Reel/TikTok:** February 22nd is National Margarita Day! Create a video showing your audience how you create a margarita with a how-to video. Be sure to use some of your products in the video whether it's a glass, apron, or salts!
44. **IG/FB Reel:** Use the "Add Yours" Sticker and ask your customers to share a photo of their _____ (ex. Yard) and repost them on your story.
45. **IG/FB Reel:** Share the history of your store/your first day of opening. Use the Green Screen effect to show a photo from the early days.
46. **FB Live:** Go Live on Facebook to read a short portion of a children's book that you carry in your store to celebrate National Tell a Fairy Tale Day on February 26th.
47. **IG/FB Stories:** Celebrate National Retro Day on February 27th by encouraging your staff to dress from their favorite decade and post Stories throughout the day of their outfits and accessories.
48. **IG/FB Post:** National Retro Day is on February 27th. Post a carousel of "retro pictures" of your store from the past.

49. **IG Story:** To celebrate National Floral Design Day on February 28th, share posts from the local florists you want to support and celebrate.
50. **FB/IG Stories:** Use the "Add Yours" Sticker to show off a picture of your BFF for Galentine's Day on February 13th! Ask your audience to share a photo of their Galentine.
51. **FB Post/IG Carousel:** Build an Easter Basket with items from your store using [this Canva Template](#)! On the very last basket slide, be sure to place your product images inside the basket, and remove the background (by editing the image with a Pro Canva account) to make it look more realistic!
52. **FB/IG Post:** Use [this Canva Template](#) to create a local guide on what to do in the Spring in your area. Be sure to read each line item and add in the prompt it needs to make it local to your city/town. Also, be sure to customize the Canva template to match your brand colors and fonts!
53. **IG/FB Reel:** Use the Greenscreen Effect to upload photos of the women who make your business what it is, and give every one of them a compliment for who they are and what they contribute to your small business to celebrate International Women's Day on March 8th.
54. **IG Story:** Using the boomerang feature, film a video of a delivery truck pulling into your parking lot and caption it, "Spring arrivals coming very soon!".
55. **IG/FB Story:** Using the "Add Yours" sticker, upload a picture of your storefront and add the text "Your Favorite Local Business" to the sticker.
56. **IG/FB Reel/TikTok:** Celebrate National Barbie Day on March 9th by searching for a "Barbie" Effect and filming a short-form video talking about all the pink items you have in your shop.
57. **FB Reel & TikTok:** Start filming a video and talk up to each of your employees working that day, and ask each of them what their favorite summer activity is. It's better if you don't let them know beforehand so it catches them off guard and it's their in-the-moment answer!
58. **IG/FB Reel & TikTok:** Using the Greenscreen Effect, share your top 5 birthday gift picks for birthdays in the current month!
59. **IG/FB Story:** To celebrate National Plant a Flower Day use the Add Yours Template sticker to showcase your garden throughout the summer in multiple stages. Encourage your followers to use your template to show off the stages of their garden.
60. **IG/FB Reel/TikTok:** To celebrate National Jewel Day on March 13th, use the Greenscreen Effect and upload a photo of your favorite piece of jewelry and explain why it is sentimental to you.
61. **FB Event:** To celebrate National Children's Craft Day on March 14th, create an event in your store with a bunch of coloring pages, pencils and crayons for parents to come in and shop while their kids are entertained by the free crafts.
62. **Pinterest Board:** Create a Pinterest Board filled with pins on children's crafts that your local community could use to keep their kids engaged on National Children's Craft Day on March 14th.

63. **IG/FB Story:** To celebrate St. Patrick's Day on March 17th, search for a "Leprechaun" Effect in the Effect Library and take a selfie. Add this caption "We're not Irish but we feel lucky. Thank you to our loyal customers."
64. **IG/FB Reel/TikTok:** To celebrate "National Proposal Day" on March 20th, create a video sharing the Story of how you got engaged.
65. **IG/FB Story:** National Puppy Day is on March 23rd! Upload a picture of your dog as a puppy and use the "Add Yours" sticker to encourage people to share a "Pic of your dog as a puppy".
66. **IG/FB Live:** Do an unboxing of new items, and talk about what makes them special.
67. **IG/FB Live:** Tour the store and visit each display.
68. **IG Reels/FB Video:** Video time-lapse of merchandising the store/display. Show the transformation.
69. **IG Reels/FB Video:** Video time-lapse of opening the store from turning on the lights to tidying up before unlocking the doors.
70. **IG/FB Stories:** Share a video of yourself saying good morning and talking about the weather in your hometown. Then ask your viewers, if not local, what the weather is like where they're at.
71. **IG/FB Reel/TikTok:** Create a video showing how you create your favorite cocktail, no matter how simple, to help celebrate National Cocktail Day on March 24th.
72. **IG/FB Stories:** With permission, ask if you can take a photo of a customer with their recent purchase and say, "A happy customer with their new _____".
73. **FB Album:** Organize your posts into easy-to-view categories so new page visitors can navigate your posts.
74. **IG Reels/FB Video:** Use the green screen effect to share the history of your store.
75. **IG/FB Stories:** Find IG filters that relate to your business and create a video asking your viewers to use the filter and tag you in their stories.
76. **FB/IG Post:** April is Earth Month, and it's a great way to share your sustainability goals! Use [this Canva template](#) to share 3 goals with your audience.
77. **IG/FB Post:** Use [this Canva Template](#) to showcase items from your store, or products from other local businesses that would make great Easter basket gifts!
78. **IG/FB Story:** To celebrate National Beer Day on April 7th, post a boomerang post cheers-ing with your favorite local beer.
79. **FB Event:** Create a Facebook Event to celebrate National Siblings Day on April 10th by giving a discount to everyone who comes in with their sibling on this day!\
80. **IG/FB Story:** Collect throw back pictures of your team with their siblings and post them to your Stories to celebrate National Siblings Day on April 10th.
81. **IG/FB Reel/TikTok:** This one's easy! National Pet Day is on April 11th, post a montage of videos dedicated to your beloved pets.
82. **IG/FB Post:** To celebrate National Gardening Day on April 14th business owners (especially garden centers) can showcase their gardens and all the seasonal plants people should be planting this time of year.
83. **IG/FB Post:** Ask your customers to take a photo of their new purchase (ie In their home, in an outfit, etc.) and tag your store. Afterward, re-share the image to your page

(with permission).













84. **IG Reels/FB Video:** Take your product off the shelf/hanger and showcase it on a person/in-use through a video.
85. **IG Reels/FB Video:** Product how-to's using new arrivals.
86. **IG/FB Stories:** Use the question box to ask your audience if they have any questions about the store. (Be ready to answer them!)
87. **IG Stories:** Use the Question Box engagement sticker to ask your audience to share a fun fact about themselves to celebrate National Get To Know Your Customer's Day on the third Thursday of April.
88. **IG/FB Stories:** National Wear Your Pajamas to Work Day is happening on April 16th. Have all your employees wear Pajamas to work, and post about it on your Stories throughout the day.
89. **IG/FB Story:** Use the Add Yours Engagement Sticker to wish everyone a happy Earth Day (April 22nd). Add an image of your favorite photo of nature on your camera roll, from vacation pictures to your very own backyard oasis.
90. **IG/FB Reel/TikTok:** On April 23rd, celebrate National Picnic Day by showing the essential items you'd bring in a picnic basket, including items from your store and other brands you love.
91. **FB/IG Reel/TikTok:** April 24th is National Bucket List Day, and a great opportunity to share some of your dream bucket list items with your audience. You can use the greenscreen tool on Instagram, Facebook, and TikTok to upload your bucket list items, either that you've already checked off or not! Don't forget to ask your audience what's on their list.
92. **IG/FB Story:** On National Denim Day on April 26th, everyone that wears jeans into the store receives a \$5.00 gift card toward their purchase that day!
93. **IG/FB Reel/TikTok:** To celebrate National Superhero Day on April 28th, film a video going around your store and asking each team member who their favorite superhero was growing up.
94. **IG/FB Reel/TikTok:** Create a quick How-To Spring DIY Project. In a short-form video share a step-by-step tutorial for a simple spring DIY project related to your industry. For example, a plant nursery might show how to pot a spring plant, or a craft store might demonstrate how to create a birdhouse.
95. **IG/FB Reel/TikTok:** Film a timelapse video refreshing a Spring display. Post the video with trending original audio, encouraging your viewers to come in and see the latest labor of love!
96. **IG/FB/TikTok Story:** Do a store tour through your Stories using the Dual Camera feature. Tour your displays and give call outs to your favorite items, and new arrivals. On Instagram you can save your Stories as a "Spring Store Tour" highlight on Instagram!
97. **IG/FB Story:** Use the Add Yours Sticker to show throwback images from Easter from your childhood!
98. **IG/FB Stories:** Use the quiz sticker to ask your audience how well they know you/your store. Then include several questions that include one right answer and

other wrong answers.

99. **IG/FB Story:** Upload a photo of your storefront and add in GIFs that relate to how you're feeling that day!
100. **IG Story:** Anonymous Gift Receivers! Use the question box to ask your audience, "What is the worst gift you've been given"...Share the results reading and then reacting to the responses.
101. **IG/FB/TikTok Post:** Have your team send in childhood images from picture day. Recreate them with the team member in store and post to social media!
102. **IG Carousel/Multi-Image FB Post:** Create a carousel sharing a product suggestion for different mums, to help the shoppers in your hometown find the perfect item for their mom. Customize this pre-designed [Canva Template for Making Mother's Day Easy](#) to insert your own products and update it with your brand colors and fonts!
103. **IG/FB Post:** Use [this Canva Template](#) to add a "Mom's Love This" icon to your mom-approved product pictures!
104. **FB Event:** Create an event on May 2nd to celebrate National Lemonade Day and have a school or group post a lemonade pop-up in your store.
105. **IG/TikTok Carousel:** Snap photos of all the different flowers blooming in your yard, or on your latest walk and compile them into a carousel with the caption: Thank you April Showers!!!
106. **IG/FB/TikTok Story:** May 4th is National Star Wars Day! Search the Effect library for your favorite Star Wars Effect and film a video of yourself saying "May The 4th Be With You!"
107. **IG/FB Reel/TikTok:** Film a video thanking nurses for all they day, and offer a discount for anyone coming in to purchase a gift for a nurse to help celebrate National Nurses Day on May 6th.
108. **IG/FB Reel/TikTok:** Using the Greenscreen Effect, feature some throwback photos from when you and your team were in school and use the greenscreen to describe the pictures. If the pictures have a teacher in them, great! If not, just break down which grade you were in, what teacher you had, and the impact they had on you. (i.e. "This is a photo of me when I was in grade 6 and Mrs. Vilkaitis was my teacher. She was so nice and, even though my mom always dropped me off late for school, she never wrote me up. She taught me math which I'm sure still comes in handy when I'm doing payroll and bookkeeping for [business name]! Thank you Mrs. Vilkaitis! Happy Teacher Appreciation Week!")
109. **IG Carousel/FB Album:** Add product images of teacher-friendly gifts for Teacher Appreciation Week. Collect all the cards you carry that would work for this holiday, snap pictures of the stationery, signs, desk decor, low-maintenance plants, and soap/candle selections that would be great for a teacher. Don't forget to include how to shop! You can also offer a discount for teachers if you want to sweeten the deal!
110. **FB/IG Live Room:** Go Live and ask viewers to "Request to Join" the Live (available on both FB and IG), then an audience member will be Live with you! From here, you can ask them to describe their favorite teacher for a \$10 gift card and, if the teacher is also watching, give the teacher a \$10 gift card too!

111. **FB/IG Reel/TikTok:** For Mother's Day, showcase short video clips of items that would make a great Mother's Day gift. You can use or alter the caption "Mom, deserves the world, but for now these items will do the trick".
112. **IG Story:** Snap a product photo in your store and use the new AI Backdrop engagement sticker in Instagram Stories to place your product in the room/environment your customers will bring it into after its been purchased. For example if it's a picture of a pillow, prompt the AI backdrop feature to place it on a comfy couch in a family home.
113. **IG/FB Stories:** To celebrate National Pizza Party Day, order pizzas for your team and film clips of each of them saying if they believe pineapple belongs on a pizza or not. Use the poll engagement sticker to ask your audience if they believe pineapple has a place on pizza or not.
114. **IG/FB Story:** Take a picture of a display that has wine glasses/accessories and add in a GIF of wine glasses cheers-ing. Include the hashtag #NationalWineDay on May 25th to showcase your wine-inspired items.
115. **FB/IG Reel/TikTok:** Film each of your team members smiling their biggest smile to help celebrate National Smile Day on May 31st.
116. **IG/FB Stories:** Use the question box to ask your audience what they need tips on in your industry. Then share the answers with your advice.
117. **IG Reels/FB Video:** Introduce yourself/the business owner and share fun facts.
118. **IG Live:** Use the IG Live Rooms feature to invite 3 of your top customers onto a Live video with you and just chat about the industry.
119. **IG Live:** Use the IG Q&A feature to let your audience ask you questions Live that you can answer on the spot. A great idea around the holidays so you can suggest different items that your audience might be looking for.
120. **FB/IG Post:** Use [This Canva Template](#) and customize it to your own brand. The caption reads "Are you team socks with sandals?".
121. **IG Carousel/FB Album:** Father's Day is fast approaching and you should be sharing ideas for what people can snag for their dad figures for this national day! Check out our latest [Canva template to Help Make Father's Day Gift Giving Easy](#) to easily share your products in a multi-image post.
122. **IG/FB Story:** June 4th is National Clean Beauty Day. Talk about a couple of your favorite products on your Story that would land in this category, whether you carry them in your store, or not!
123. **FB/IG Story:** June 6th is National Eyewear Day. Take a selfie in your favorite pair of sunglasses (especially if you sell them at your store), and use the Add Yours engagement sticker to ask your audience to share their favorite specs!
124. **FB/IG Reel/TikTok:** To help people celebrate National Chocolate Ice Cream Day on June 7th, rate your favorite brands of ice cream in a video, and give shout outs to local ice cream shops as well.
125. **FB/IG Reel/TikTok:** June 8th is National Best Friend Day. Film a video using the Greenscreen tool and talk about why your best friend is so special to you. Upload photos of the two of you over the years.

126. **IG/FB Reel/TikTok:** To celebrate National Herbs & Spices Day on June 10th, create a short-form video filming your favorite recipe that uses herbs and spices! Feel free to slip in a couple of your own products into the cooking video, such as your preserves, spices, dishes, an apron, or an outfit!
127. **IG Story:** To celebrate National Red Rose Day on June 12th, share posts from your local florists in town to give them a shoutout.
128. **IG Carousel/FB/TikTok Post:** To celebrate International Bath Day on June 14th, share a post with all the items you carry that would elevate a bathtub, such as candles, soaps, suds, ceramic soap trays, and even packaged snacks!
129. **IG/FB Post:** Share a throwback photo of your business when it first started.
130. **IG/FB Stories:** Showcase a day in the life of your employees.
131. **IG Reels:** Do a product unboxing with a twist.
132. **IG/FB Story:** To celebrate National Pink Day on June 23rd, do a "pink tour" of your store and showcase all the pink items you carry!
133. **IG/FB Story:** In several Stories, show what you pack in your summer day/beach bag. Give each item its own Story slide with a link to the website you got it from, and include a few of your own products in there.
134. **IG/FB Reel/TikTok:** To celebrate the first day of Summer, use a trending audio and create a video showcasing several of your favorite moments from last year's summer. In the caption, include some of your favorite local activities to help your community enjoy the warmest season!
135. **IG/FB Story:** June is here, and it's time to highlight some seasonal items! Share 3 "June Essentials" using photos of your products to your Story with a link to purchase.
136. **IG/FB Story:** To celebrate Social Media Day on June 30th, create a series of Stories polling your audience on their favorite social media channels to use, their favorite content types to interact with, and their favorite ways to connect with you over social media to help you better understand how to post for them!
137. **IG/FB Live:** Go Live weekly to share what is new in the store, and feature a different item.
138. **IG/FB Post:** Announce a flash sale or special promotion.
139. **IG/FB Stories:** Take your followers behind the scenes of a photo shoot for your products.
140. **IG/FB Post:** Share your top gift picks for different upcoming holidays.
141. **IG/FB Stories:** Share a behind-the-scenes look at what it's like to run your small business.
142. **IG Reels:** Participate in dance challenges or trends and make them relate to your store by wearing/using your items.
143. **IG/FB Post:** Post a boomerang of a shipment truck pulling into your parking lot and caption it, "New arrivals coming very soon!"
144. **IG/FB Post:** Share a customer testimonial and thank them for their support.
145. **IG/FB Stories:** Host a Q&A session with your followers about your products or industry.

146. **IG/FB Reel/TikTok:** Share a quick tutorial on how to use your product, with a step-by-step on how to set it up and to help it last a long time.
147. **IG Carousel/FB Post:** Using at least 3 images, show one product showcased in several different ways. A few options to try are to bring the product to the store-front, take a photo of it being wrapped and put in a to-go bag, and have a team member hold/wear the item. In the caption describe the item's materials, size, availability and how to shop for the item.
148. **IG Live:** Use the IG Live Rooms feature to invite 3 of your top customers onto a Live video with you and just chat about the latest trends they're loving in your category of business.
149. **IG/FB Story:** Post a This or That Poll Series featuring classic summer-time snacks, activities and drinks! Have your viewers vote on which one they prefer. This will get them engaging with your content, all while sharing non-salesy posts. Download the images from this [Canva Template](#) and add your Poll Engagement stickers in IG/FB using these options:
 -  Hamburger or  Hotdogs
 -  Beach day or  Pool Day
 -  Mimosa or  Iced Coffee
 -  Bonfire or  Dinner party
 -  Camping Trip or  Staycation
 -  Volleyball or  Tennis
150. **IG/FB Reel/TikTok:** Use the Greenscreen Effect on TikTok, Facebook, and Instagram and upload seasonal background images and showcase your products in the foreground. In [this Canva Template](#) you can find several seasonal background images for your Greenscreen videos.
151. **IG/FB Reel/TikTok:** To celebrate National Bikini Day on July 5th, talk about the importance of protecting your skin from the sun, and share the sun-protective items you carry in store, such as sunscreen, hats, visors, and lip balm.
152. **IG/FB Post:** Share a quote related to your industry or business values.
153. **IG/FB Stories:** Poll your followers on which product they'd like to see next.
154. **IG/FB Reel/TikTok:** Share a "get ready with me" video featuring your products.
155. **IG/FB Reel/TikTok:** Show different ways to style or use your product.
156. **IG/FB Reel/TikTok:** Show different ways to style or use your product.
157. **IG/FB Post:** Share a tip or hack related to your industry.
158. **IG Story:** To celebrate National Kitten Day on July 10th, upload a photo of your cat or a team member's cat as a kitten and ask your audience to share their kitten pictures using the "Add Yours" sticker!
159. **IG/FB Reel/TikTok:** To celebrate National Personal Chef Day on July 16th, create a short-form video showcasing all of the fancier kitchen and food related items you have, and do a deepdive on why they caught your eye to bring into your store.
160. **IG/FB/TikTok Post:** July 17th is World Emoji Day, create a photo post with 5-15 emojis that best describe your store and your brand.
161. **IG/FB Stories:** Highlight a customer of the month and their favorite product.

162. **FB Status:** To celebrate World Emoji Day on July 17th, create an update (status) on Facebook saying "Happy World Emoji Day! This is my #1 favorite emoji [insert emoji]. Comment your favorite below!".
163. **IG/FB Story:** To celebrate National Tequila Day on July 24th, share pictures of your items that would help to make a great margarita!
164. **IG Reels:** Share a day in the life of your owner, founder, or employees.
165. **IG/FB Reel/TikTok:** To celebrate National Wine and Cheese Day on July 25th, film a timelapse video creating a charcuterie board. Bonus points if any of the jams, spoons, or the board itself is from your store. Additionally, pair this video with a trending audio to reach more people.
166. **IG Reel:** To celebrate National Mutt Day on July 31st, use the "Add Yours" sticker and add a video of your or a team member's mixed breed dog, and ask your audience to contribute with a video of theirs!
167. **IG/FB Post:** Share a discount code exclusively for your followers.
168. **IG/FB Stories:** Share a funny blooper reel from a recent photo shoot.
169. **IG Reels:** Share a "what's in my bag" featuring your products.
170. **IG Reels:** Share a quick tutorial on how to use your product.
171. **IG/FB Reel/TikTok:** National Avocado Day is on July 31st! Create a short-form video sharing how you make the best avocado toast! Everyone has a slightly different method, and it's fun to see!
172. **IG/FB Post:** Showcase your best farmer's tan, and caption it by asking the audience if their work uniform leaves them with a farmer's tan.
173. **IG/FB Story:** Using the "Add Yours" sticker, upload a picture of your storefront and add the text "#ShopLocal (Insert town/city name)" to the sticker.
174. **IG/FB Post:** Share a photo collage of satisfied customers with their purchases.
175. **IG/FB Stories:** Share a fun fact about your business or industry.
176. **IG/FB Reel/TikTok:** Create a parody video related to your niche.
177. **FB Story:** Use the "Add Yours" Engagement Sticker and upload a picture of your storefront. Have the prompt in the sticker be "Fave Spot in [Insert Your Town Name]."
178. **IG/FB/TikTok Carousel:** Use [this Canva Tweet Template](#) to create unique content on your social channels.
179. **IG/FB/TikTok Carousel:** Use the images from [this Canva Meme Template](#) to relate your small business to some popular memes!
180. **IG/FB Story:** To celebrate National Watermelon Day on August 3rd, bring in watermelon for your team and share video clips of your team enjoying their slice of watermelon!
181. **IG/FB Reel/TikTok:** August 5th is National Oyster Day! Create a video sharing the story of the first time you tried an oyster and what your thoughts were, good or bad!
182. **IG/FB Story:** To celebrate National Dollar Day on August 8th, share pictures of customers who spend a predetermined amount of money can bring home an item valued at \$25 or under for just \$1.00 OR print a bunch of \$1.00 gift cards and hide them throughout your town/neighborhood so people can search for them and spend them on National Dollar Day! ACT QUICK! This one is coming up soon!

183. **FB Live:** To celebrate National Book Lovers Day on August 9th, go Live on Facebook to read a page out of a book you carry in the store. At the end of the Live, give details about the book including the cost, info about the author, and how to buy the book.
184. **IG/FB Reel/TikTok:** Find a trending audio and create a video showcasing pictures of all the cozy and relaxing items you have in your store to help celebrate National Lazy Day on August 10th. Be sure to include clips of candles, socks, bath items, loungewear, and sleep attire!
185. **IG/FB Reel/TikTok:** Create a slow-motion video turning on the lights outside or inside your store.
186. **IG/FB Reel/TikTok:** Share a video of how to gift wrap an item from your store.
187. **IG/FB Reel/TikTok:** Feature your local favorites, including your favorite spot to get coffee, breakfast, dinner, buy gifts for people, go grocery shopping, buy candles... etc.
188. **IG/FB Reel/TikTok:** Create a video explaining how you chose the name, the colors, and the design of your business's branding.
189. **IG/FB Story:** August 15th is National Leathercraft Day! Use the Greenscreen Effect in a Story to showcase leather items you have in the background picture, and in the video in the foreground, you can talk about the item, its story, and how people can purchase it.
190. **IG/FB Reel/TikTok:** National Thrift Shop Day is on August 17th! Create a short-form video styling thrifted items you have and give a shout-out to a local thrift shop in town to help them celebrate. Include the hashtag #ShopLocal (Insert City Name) and #NationalThriftShopDay.
191. **Pinterest Board:** To celebrate National Pinot Noir Day on August 18th, create a Pinterest Board of all of the wineries in your state to help people enjoy local wines. This will help attract both tourists and locals looking for things to do in the area, all while introducing them to the creator of the board, your business!
192. **IG/FB Story:** To celebrate National Pinot Noir Day on August 18th, create a Story sharing your favorite Pinot Noir brand/bottle and also give a shout out to the wine-related items in your store that can help you celebrate!
193. **IG/FB Reel/TikTok:** Search in Effects for a "What Breed of Dog Are You?" filter and have each of your team members film a video clip using the Effect. String together the video clips to create a short-form video and post it on August 26th to celebrate National Dog Day.
194. **IG/FB Reel/TikTok:** Create a short-form video sharing several clips of products you love in a similar style to a "love it or leave it" series.
195. **IG/FB Post/TikTok:** Showcase the top picks from the month. Feature several of the best-selling products and share in the caption which items you believe will be popular in the upcoming month.
196. **IG/FB Reel/TikTok:** Share the 5 best things about owning a small business.
197. **FB Album/IG Carousel:** Post outfits that go well with different styles of clothes/items from your store.
198. **IG/FB Story:** Use the "Add Yours" sticker with the prompt "National Dog Day" and include a picture of your/your team member's dogs to celebrate on August 26th.

199. **IG/FB Reel/TikTok:** August 30th is National Beach Day! Showcase all your beach-day essentials in a video and deep-dive into why they are important to pack in the beach-bag!
200. **IG/FB Story:** August 31st is National Trail Mix Day! Bring in a couple different brands of Trail Mix and have your team to a taste test to vote which one is the best! Film their reactions and votes and post a small series to your Story for fun and to relate to this National Day!
201. **FB Post:** Ask your entire team to submit childhood photos of them on the first day back to school, or "picture-day" photos. Post the childhood throwback images to your social channels and ask your audience to guess the team member! In the caption be sure to wish families and kids a successful start to the school year!
202. **IG/FB Reel/TikTok:** August 30th is National Beach Day! Create a short-form video showcasing all the items you would pack into your beach/pool bag, including a few items from your store!
203. **IG/FB Post:** Create bundles of end-of-summer sale items from your store to celebrate National Beach Day on August 30th.
204. **IG Story:** Share a video showing what you love about the current month. Ask your viewers to share what they love by using the Question Box engagement sticker.
205. **IG/FB Post:** Create a carousel of items that would make great gifts.
206. **IG/FB Reel/TikTok:** Take a daily photo of the sunset/sunrise. At the end of the month, upload them all to a Reel and share the sunsets/sunrises from the month.
207. **FB/IG Post:** Use this Canva Template to create a local guide on what to do in the Fall in your local area. Be sure to read each line item and add in the prompt it needs to make it local to your city/town. Also, be sure to customize the Canva template to match your brand colors and fonts!
208. **FB/IG Story Series:** Use the Poll Sticker to ask your audience to vote "This or That" on several classically Fall activities and items. Use the pre-designed layouts from [this Canva Template](#) to download to your device and upload to your Story where you'll add the Poll engagement stickers. The options are in the titles of the images or you can copy and paste from below:
- ☕ Local Coffee Shop or ● Starbucks
 - 🎃 Pumpkin Picking or 🍏 Apple Picking
 - 🧊 Iced Coffee or ☕ Hot Coffee
 - 👻 Haunted House or 🌽 Corn Maze
 - 🎃 Pumpkin Spice Latte Or ☕ Chai Latte
 - 🔥 Bonfire Night or 🎬 Movie Night
209. **IG/FB Reel/TikTok:** To celebrate National Cheese Pizza Day on September 5th, film your team member's answering the question: "What are the best toppings on a Pizza?". String together their answers to create a short-form video, and use the hashtag #NationalCheesePizzaDay.
210. **IG/FB Reel/TikTok:** Share the history of your store/first day of opening. Use the Green Screen effect to show a photo from the early days.

211. **IG/FB Reel/TikTok:** Share a video about your experience being a small business owner. The hardest part, the best part, and what wakes you up in the morning.
212. **IG/FB Stories/Reel:** Feature your town/city's local favorites, including your favorite spot to get coffee, breakfast, dinner, buy gifts for people, go grocery shopping, buy candles, etc.
213. **IG Story:** To help your community celebrate National Beer Lover's Day on September 7th, share posts from local breweries and local bars onto your Story to recommend all the great spots you'd suggest to grab a beer at!
214. **IG/FB Reel/TikTok:** Create a short-form video talking to the camera and sharing all the video games you remember playing as a kid to celebrate National Video Games Day on September 12th.
215. **IG/FB Reel/TikTok:** To celebrate National Cheeseburger Day on September 18th, film a "Come BBQ With Me" video and share clips of grocery shopping, BBQing, topping up the burger and then taking a big bite at the end! Feel free to sneak in a couple products into the video from dressings you carry, aprons, BBQ items and serveware. Don't forget to use the hashtag #NationalCheeseburgerDay.
216. **IG/FB Reel/TikTok:** To celebrate National Cheeseburger Day on September 18th ask each of your team members: "What fast food place has the best cheeseburger?". String together the clips and tally up the results so viewers can see the winner!
217. **IG/FB Reel & TikTok:** Share your Top 5 birthday gift picks for birthdays.
218. **IG/FB Story:** Post a storefront image with a Location engagement sticker, using your store's location. Viewers can easily tap and view to see how to get to your store.
219. **IG Story:** Recommend your favorite spots for tourists to visit. This 1 minute video shows you how!
220. **IG/FB Reel/TikTok:** One thing is sure when "back to school" comes- mornings will be busier as parents prep their kids and their lunches for the school day! Create a time-lapse video sharing yourself making a quick and easy recipe that would make for a great school-lunch! I'm thinking pasta salads, subs, kid's charcuterie boards, and more! Put the recipe in the caption, can't wait to see what you're cooking up!
221. **IG/FB Story:** Create a Story on Facebook and Instagram with an "Add Yours" engagement sticker asking people to share the first tree to turn new colors in their neighborhood!
222. **FB Album:** Create a guide with screenshot posts from local businesses and your own that share about the stationary items they have! This can help parents stock-up on local supplies their kids will be flying through this school year!
223. **IG/FB Post:** Upload multiple images of items that would be great for kids returning to school. Add the caption "First-day looks that are too cool for school. Which is your favorite?"
224. **IG/FB Post:** Add images of your stationary items to a multi-image post with the caption "Pencils and notebooks and backpacks, oh my! Take the fear out of the new year with all the back-to-school supplies your kids want."
225. **IG Story:** Film a video sharing your favorite thing about "back to school", whether that be more routine, the kids are out of the house, the reminder that Fall is starting soon,

or something store related. Use the Question Box Engagement Sticker to ask your audience what they are most excited about for "back to school" and then share the answers with your comments to the responses!

226. **FB/IG Story:** Use the "Add Yours" Sticker to share a beautiful sunset picture with Fall colors on the trees. Prompt your viewers to share their Fav Fall Scenes in (insert city/town name).
227. **IG/FB Story:** Using the "Add Yours" sticker, showcase a popular product or brand from your store, and ask your audience to add a picture of their favorite items that they've purchased from that brand.
228. **FB/IG Story:** September 21st is National New York Day! To celebrate, use the "Add Yours" engagement sticker and upload a photo of you in New York if you have ever been, and encourage your viewers to add to the Story with their own NY pictures!
229. **IG/FB Reel/TikTok:** Find the trending audio that says "Sweata Weatha" and create a short-form video trying on your scarves and flipping them over your shoulder, to celebrate the cold weather coming and National Scarf Day on September 27th.
230. **IG/FB Reel & TikTok:** Show the audience which essentials you pack in a themed bag.
231. **IG/FB Reel & TikTok:** Using video, ask each of your team members what their favorite activity is (themed to your store.)
232. **IG Post:** Post an upcoming event/anniversary/sale and use the Reminder feature on the post to allow your audience to get a notification when your event is starting.
233. **IG/FB Post:** Upload a photo of the owners with a caption of gratitude, include a CTA to leave a Google review. (ex. "Hello from the owners of [your Business Name]!")
234. **IG Carousel/FB Post:** Use [this Canva template](#) to play "Trick or Treat" with your customers. Upload several product images into the middle slides and ask your customers in the captions which ones they love the best! Remember to update the Canva template to match your brand colors and fonts!
235. **IG/FB/TikTok Post:** Use this [Halloween Canva Meme Template](#) as a post to your social channels to show your love of dressed-up dogs!
236. **IG/FB/TikTok Carousel:** Use these [October-inspired Canva Tweet Templates](#) to create seasonal posts to your channels.
237. **IG/FB Reel/TikTok:** International Coffee Day is celebrated on October 1st. Film several short video clips of your team answering the question: "How do you like your coffee?", clip them together to create a video celebrating International Coffee Day.
238. **IG/FB Reel/TikTok:** To celebrate International Coffee Day on October 1st, buy multiple gift cards from a local coffee shop and give them to your team! Film a video of handing them the card and saying "Happy International Coffee Day, drink local!". String the clips together to make a short-form video celebrating this International Day!
239. **IG/FB Post:** Upload a photo/video of your store, showcasing the entrance or the storefront. Say something along the lines of, "[Spring/Summer/Fall/Winter] is a great time of year for tourists to visit our wonderful community, enjoy the natural beauty of our town, and support the local economy! We welcome tourists from all over into our shop each [Spring/Summer/Fall/Winter]"

240. **TikTok:** Use the dual camera feature on the top right side of your TikTok camera to film a display tour of a newly merchandised display.
241. **Pinterest Board:** Create a Pinterest board with images of all of your favorite cafes in your area to help locals and tourists visit the best spots to grab a cup of joe!
242. **IG Story:** To celebrate National Taco Day on October 4th, share posts of your favorite Mexican restaurants in town to help your community choose the spot they want to enjoy tacos at for this National Day!
243. **Pinterest Board:** To celebrate National Taco Day on October 4th, create a Pinterest Board of the products you carry in your store to help elevate taco night! This could include silverware, taco serving dishes, preserves, and salsas, aprons, measuring cups, and more!
244. **IG/FB Story:** To celebrate National Dessert Day on October 14th, create a video on your Story sharing your favorite nostalgic dessert that reminds you of your childhood. Use the "Add Yours" sticker to encourage others to share their favorite dessert!
245. **IG/FB Reel/TikTok:** Create a cooking video to showcase how you make your favorite plate of pasta to celebrate National Pasta Day on October 17th! Feel free to feature items from your store such as kitchenware and silverware, dried pasta and sauces, and more!
246. **FB Update:** To celebrate National Color Day on October 22nd, make a Facebook update (status) saying: "Happy National Color Day! My favorite color is _____! What is yours?". Be sure to respond to each comment!
247. **IG/FB Reel/TikTok:** Create a short-form video paired with trending audio showcasing your most colorful items and place the hashtag #NationalColorDay at the top of the caption.
248. **IG/FB Story:** National Pumpkin Day is celebrated on October 26th! Add a picture of a pumpkin you carved (this year or in the past) to your Story, use the "Add Yours" sticker to encourage others to share their carved pumpkin pictures!
249. **Pinterest Board:** To celebrate National Pumpkin Day on October 26th, search for "Pumpkin Carving Inspiration" on Pinterest and pin your favorite pumpkin designs to a new Board titled "Pumpkin Carving Ideas". This will help inspire your community while creating a Board that has no intention of selling any items.
250. **IG/FB Story:** Film video clips of your team answering the question: "Are you a black cat, or a golden retriever?". String together the answers into one video to celebrate National Black Cat Day on October 27th.
251. **IG/FB Reel/TikTok:** To celebrate National Chocolate Day on October 28th, film a video sharing your favorite brands of chocolate bars, and what you would most look forward to getting in your Halloween haul when you were a kid!
252. **IG/FB Post:** Share different items you have that go along with a seasonal palette (ie In Fall, share all the items you have in "Pumpkin Spice" colors).
253. **IG/FB Story:** Use the Question Box Engagement Sticker, and ask your viewers what they need help styling for the Halloween costume. Be sure to reply to each response with a video including your recommendations.

254. **IG/FB Reel/TikTok:** Create a video of the 5 must-have items to keep you warm and cozy during the fall.
255. **FB Video:** Post a video tour of a fall display in your store, and highlight seasonal must-haves.
256. **IG/FB Reel:** Film a timelapse video decorating your store for the new season. Upload this to a Reel and use trending original audio in the background.
257. **IG/FB Live:** Unboxing new autumn arrivals. Have your audience comment which items they love and which they would leave.
258. **IG/FB Story:** Use the "Add Yours" engagement sticker to ask your customers to share a photo of their decorated front porch and repost them on your story.
259. **IG/FB Post/Reel:** How to accessorize your outfits for fall outfits. This could be a series, showing your audience the industry tricks on how to transition items into a new season.
260. **IG/FB Reel:** Film a slow-motion video jumping into a pile of leaves. Use the "Add Yours" sticker in the Reel to have people participate in the fun, and add their slow-mo video.
261. **IG/FB Reel/TikTok:** Share how to make the perfect cup of hot chocolate. Everyone loves a nice hot cup of cocoa on a cool fall day.
262. **IG Carousel/FB Post:** Ask your staff to take photos of pumpkins they've carved and ask your audience to rate the best one in the comments.
263. **FB Status:** Create a guide of the best places to go trick-or-treating in your city or town.
264. **IG Carousel/FB Post:** Share photos of the team's pets in Halloween costumes.
265. **IG/FB Reel:** Use the Greenscreen Effect to show photos of your Halloween costumes from the past. Explain the costumes and why you chose that costume for that year.
266. **IG Carousel/FB Post:** Share childhood photos of the store owner and the team's throwback Halloween costumes when you were kids!
267. **IG/FB Story:** Use the Question Box Engagement Sticker to ask your audience to share their favorite fall recipes. Share answers and include ingredients/kitchen utensils you have that go along with the food.
268. **IG Story:** Use the Question Box Engagement Sticker on Instagram Stories to ask your customers what their favorite Halloween treat is. Reply to answers with suggestions on where to shop locally to find those treats (such as local grocery stores, bakeries, or gift shops).
269. **IG Story/Reel:** Search "Spooky" or "Halloween" in the Instagram Effect Gallery and use a fun filter to connect with your audience in a video. If you need a topic to discuss, feel free to share your current store hours and the latest happenings around the store!
270. **IG/FB Story:** Take a video, and ask each team member what is their favorite Halloween candy.
271. **IG Carousel/FB Album:** Share photos of "scary" good deals you have in-store and online right now.

272. **IG/FB Story:** Use the Poll Engagement Sticker and have your viewers vote "This or That" for their favorite Halloween movies, snacks, and activities. Example: Do you prefer Horror Movies or Halloween Cartoons! Be sure to slip in a few of your products in this seasonal game of "This or That"
273. **FB/IG/TikTok Post:** Upload Throwback images of your team in Halloween costumes when they were kids. Ask your audience to guess which team member is who!
274. **IG/FB/TikTok Carousel:** Relate to your customers with [this Canva Meme Template](#) and customize the branding to match your store.
275. **IG/FB Post:** Use [this Canva Template](#) for a carousel post on Instagram, and [this Canva Template](#) for a Facebook Post to share some small business love to your very own team and store.
276. **IG/FB Reel/TikTok:** To celebrate National Author's Day on November 1st read a quote or a section from a book from your favorite author.
277. **Pinterest Board:** National Author's Day is on November 1st! Create a Pinterest board of all of your favorite books and authors.
278. **IG Carousel/FB Post:** Create a multi-image post with pictures of your favorite books to recommend to your audiences. I would recommend taking a selfie with the book, and sharing in the caption the author's name, genre, and why you enjoy them!
279. **FB Update:** In a Facebook Update (status) ask your audience who their favorite author is to celebrate National Author's Day on November 1st.
280. **IG Story:** National Sandwich Day is on November 3rd! Share posts from your favorite delis and restaurants to your Story to recommend sandwich spots in town!
281. **IG/FB Reel/TikTok:** Film a display tour of all of your kitchenware and serveware to celebrate National Sandwich Day on November 3rd.
282. **IG/FB Reel/TikTok:** National Candy Day is on November 4th! Have a big bowl of candy near your checkout and film a timelapse video during "rush hour" in your store. Be sure to situate the video so we can see people grabbing a free candy, and include the hashtag #NationalCandyDay to celebrate.
283. **IG Story:** To celebrate National Pickle Day on November 14th, showcase all the pickle related items in your store, from kitchenware and home decor, to toys and games.
284. **IG/FB Reel/TikTok:** To celebrate National Take A Hike Day on November 17th, film video clips of the owner asking the team to do things they don't enjoy, and then the team member replying with "Take a hike!". Some questions may be: Can you clean the bathroom, Can you work on your day off, Can you pick up a shift, Can you take the garbage out.
285. **Pinterest Board:** To celebrate National Take A Hike Day on November 17th, create a board called "Best Hikes in (Insert Area Name)." Pin images of all of the best spots for walks and hikes in your region.
286. **IG/FB Story:** Film a video asking your team if they can name 3 properties from monopoly to celebrate National Play Monopoly Day on November 19th. Post the videos to your Stories, whether they do well or not!

287. **IG Story:** Use the question box engagement sticker to ask your audience what their favorite board game is.
288. **IG/FB Reel/TikTok:** To celebrate National Espresso Day on November 23rd, write the word "Espresso" on a piece of paper and film your team pronouncing the word. String the clips together and see how many members of your team say "Expresso" versus the correct term "Espresso"!
289. **IG Story:** To celebrate National Espresso Day on November 23rd, showcase all the coffee and espresso-related items you have in your store.
290. **IG/FB Reel:** Create a video explaining how you chose the name, the colors and the design of your business's branding. This is meant to help showcase a peek behind the curtains of your small business in prep for Small Business Saturday.
291. **FB Album/IG Carousel:** Post outfits that go well with different styles of coats.
292. **IG Story:** Share a video showing what you love about November. Ask your viewers to share what they love by using the Question Box engagement sticker.
293. **IG/FB Post:** Create a carousel of items that would make great gifts for the holidays. Ask your viewers in the caption if they are the type to get their holiday shopping done early.
294. **IG/FB Reel/TikTok:** Take a daily photo of the sunset/sunrise. At the end of the month, upload them all to a Reel and share the sunsets/sunrises from November.
295. **IG/FB Live:** Go Live and share about your Black Friday Sale.
296. **IG/FB Story:** Share a photo of your store hours for the day to encourage people to shop small on Black Friday.
297. **IG Carousel/FB Album:** Share the hottest items that are discounted for Black Friday.
298. **IG/FB Reel/TikTok:** To celebrate Small Business Saturday, share the history of your store/first day of opening. Use the Greenscreen effect to show a photo from the early days.
299. **IG/FB Post:** Explain why you created the business you did (was there an opening in the market)?
300. **IG/FB Reel:** Create a video explaining how you chose the name, the colors and the design of your business's branding.
301. **IG/FB Reel/TikTok:** Share a video about your experience being a small business owner, leading up to Small Business Saturday. The hardest part, the best part, and what wakes you up in the morning.
302. **IG/FB Stories/Reel:** Feature your town/city's local favorites, including your favorite spot to get coffee, breakfast, dinner, buy gifts for people, go grocery shopping, buy candles, etc, to encourage shopping local for Small Business Saturday.
303. **FB/IG Story:** Post a photo of your storefront and search for a "Small Business Saturday" sticker in GIFS.
304. **IG/FB Reel:** Share the 5 best things about owning a small business.
305. **IG/FB Post:** Share a photo of the street your business is on, and explain a little history of the area you're in, and why you're located there.
306. **IG/FB Reel:** Share the dreams owning a small business has supported (buying a house, starting a family, working for yourself, creating jobs).

307. **IG/FB Post:** Add a team image (ideally in front of your store) with a heartfelt caption thanking your community for showing up for you this season and supporting small and local. Wish your community a happy holiday to accompany the team image!
308. **IG/FB Story:** Share your store hours for Thanksgiving weekend.
309. **IG/FB Story:** Take a video and ask your team members what is their favorite thing to eat at Thanksgiving.
310. **IG/FB Story:** Take a video and ask your team members what they are most thankful for this year.
311. **IG/FB Post:** Share a photo of your team and wish everyone a Happy Thanksgiving.
312. **FB Album/IG Carousel:** Share a series of photos of the different Thanksgiving themed items you have.
313. **IG/FB Story:** Share a photo of your storefront or team and use a "Happy Thanksgiving" sticker found in GIFS.
314. **IG/FB Reel/TikTok:** Customize [this Canva template](#) with your brand fonts and colors to share your store hours, and ways to help support your small business for free!
315. **IG/FB/TikTok Post:** Create a winter bucket list of all the best spots, parks and events in your local area using [this Canva template](#). Be sure to go through each prompt to make sure it's relevant to your area.
316. **IG/FB Post:** Have your team each wear their favorite pair of socks to work that day, and take a picture with each of you placing a foot in the image! Share on social media to celebrate National Sock Day on December 4th.
317. **IG/FB Story:** Film a display tour of all the socks you have, pointing out the materials, designs, textures and prices to celebrate National Sock Day on December 4th.
318. **IG/FB Reel/TikTok:** National Christmas Card Day is on December 9th! Film a video showcasing each of the cards you have in stock, showing the front and the inside of the card to help people see what you have in store.
319. **IG/FB Story:** Showcase all the items you have that relate to baking to help celebrate National Cupcake Day on December 15th.
320. **IG/FB Reel/TikTok:** A day in the life of a Small Business owner, winter edition. Showcase pouring yourself your morning drink, commuting to work, setting up your store for the day, interactions with your team, a few of your daily tasks, and then on your way home again.
321. **IG/FB Story:** Share a video of your team members' responses when you ask them, "What's on your wish list this year?"
322. **IG Highlight:** Hand-select all the best gifts from local shops in your area, including gifts from your own store. Add posts including these gifts to your Instagram Story, and give a shout-out to the local business, or if it's your own product, link to your shop. Save these Stories as a "Shop Local for Gifts" Highlight to support your local community!
323. **IG/FB Story:** Using the Add Yours sticker ask your customers to share a photo of their snow-covered yard and repost them on your story.
324. **IG/FB Post:** Post a photo of the front of your store, showing off the seasonal window displays, lights, or winter decor at the entrance.

325. **IG Live:** Post a video tour of a winter-themed display in your store.
326. **IG Story:** Use the Question Box Engagement Sticker, and ask your viewers what they need help styling this Winter season, whether that be outfits, jewelry, a fireplace mantel or a dinner party tablescape.
327. **IG/FB Story:** Ask your viewers to tag you in their Stories with outfits/items they have purchased from you. Repost to your Story.
328. **FB/IG Story:** Post a photo of your storefront and search for a "Snow" sticker in GIFS. Add in the Snow GIF to make it look like it's snowing in front of your store.
329. **IG/FB Story:** Share a childhood photo of the store owner in a snowsuit or playing in the snow.
330. **IG/FB Reel/TikTok:** Create a video of the 5 must-have items to keep you warm and cozy during December. Add trending audio in the background.
331. **IG/FB Story:** Use the Question Box Engagement Sticker to ask your audience to share their favorite holiday recipes. Share answers and include ingredients/kitchen utensils you have that go along with the food.
332. **IG/FB Story:** Using the Add Yours sticker, ask your customers to share a photo of their decorated tree.
333. **FB Album/IG Highlight:** Create albums/guides for different categories of people that made the good list. Example: Gifts for Mom, Gifts for the Host, Gifts for Cooks, Gifts for Secret Santa, Gifts under \$50.
334. **IG Story:** Use the Question Box Engagement Sticker on Instagram Stories to ask your customers what is on their wish-lists this year. Repost their answer with pictures of items from your store.
335. **IG/FB Story:** Ask customers who are dressed in festive outfits in your store if you can share a photo to your social media.
336. **IG/FB Live:** Go Live on Facebook talking about the best gifts for the current year.
337. **IG/FB Reel/TikTok:** Have the owner create a video sharing a holiday family tradition.
338. **IG Story/Reel:** Search "Holiday" in the Instagram Effect Gallery and use a fun filter to connect with your audience in a video.
339. **IG/FB Reel/TikTok:** Post a video tour of a holiday display in your store, and highlight seasonal must-haves.
340. **IG Carousel/FB Album:** Share the discounted holiday items.
341. **IG/FB Reel/TikTok:** Take a video, and ask each team member what is on their Christmas list this year.
342. **IG/FB Reel/TikTok:** Take a video, and ask each team member what was their least favorite gift they received as a kid, and why.
343. **IG/FB Reel:** Time-lapse video decorating your store for the new season and include snowy GIFs to make it look like it's snowing in the store..
344. **IG/FB Live:** Unboxing holiday new arrivals.
345. **FB Post:** Create a guide of the best neighborhoods to look at Christmas lights.
346. **IG Story:** Use the Question Box Engagement Sticker to ask your audience if they have ever re-gifted anything, and what it was.

347. **FB/IG Story:** Share what puts someone on your "naughty list" and ask your audience the same question, using the Question Box engagement sticker.
348. **IG/FB Reel/TikTok:** Create a video guide of the best local places to get your holiday shopping done (Chocolates, candles, pet items, restaurant gift cards).
349. **FB/IG Story:** Rename team members with elf names and introduce them in a video.
350. **Pinterest Board:** Create a Board of all the best places to take photos of your family during the holidays.
351. **IG/FB Reel/TikTok:** Share a video of how to gift wrap an item.
352. **IG Carousel/FB Album:** Share photos of "Silver and Gold" items.
353. **IG/FB Story:** Use the Poll engagement sticker and have your viewers vote "This or That" for their favorite holiday movies, snacks, meals.
354. **IG/FB Post:** Create bird eye view video of someone writing in a holiday card, sealing it, and putting in the mailbox (to show off your cards).
355. **FB/IG Reel:** Make a time-lapse video decorating a tree, featuring your items.
356. **IG/FB Post/Story/Reel:** To sell candles, light a candle and blow it out. Film using a boomerang feature.
357. **IG/FB Post/Reel:** How to accessorize your outfits for different holiday parties.
358. **IG/FB Post/Reel:** How to dress for different holiday events.
359. **IG/FB Reel:** "Christmas morning" fashion show. Create a video showcasing all the PJ's that would be perfect to wake up on Christmas morning in.
360. **IG/FB Reel:** Create a slow motion video turning on your Christmas lights outside of your store, or inside your store.
361. **IG/FB Reel:** Screenshot main characters from your favorite holiday movies and use the Green Screen effect to rate their outfits/jewelry/house decor, etc...
362. **IG/FB Live:** Go Live and share about your end of the year sale.
363. **IG/FB Story:** Share a photo of your store hours for NYE.
364. **IG/FB Story:** Share a photo of your NYE outfit/accessories and tag what items are from your business.
365. **IG Carousel/FB Post:** Create a multi-image post of the all the things in your store that sparkle.