

HOLIDAY CONTENT

planning checklist



MIND YOUR CALENDAR:

Plan ahead for key shopping holidays. Set reminders for yourself or lean on **PLANOLY's** built in holiday calendar on your desktop to make sure you don't forget to create and schedule content for the holidays that are important to you.



BEST TIMES TO POST:

Always be mindful of when you're scheduling your content. Knowing when your audience is on social media gives your content a better opportunity to resonate and make a greater impression.



ANTICIPATE DELAYS:

Expect that things will move slowly this holiday season. From shipping delays to contact with vendors and customers, make sure you plan for these anticipated delays accordingly.



USE YOUR TOOLS:

Lean into all of **PLANOLY's** tools to up your content game. Tools like the Hashtag Manager for easy tagging, Stories Manager to plan your Instagram Stories, Quick Schedule feature for easy scheduling, and of course, planning your feed a week at a time (at least) to free up more time for everything else!



STAY ENGAGED:

Be active with your audience. Like comments, reply to questions, empty out your DMs, and check your tags.



CHECK & DOUBLE CHECK:

When posting on social media, make sure to check your image dimensions, spelling, grammar, hashtags, and make sure any tags are correct.



REWARD LOYALTY:

Take care of your day one customers and followers with special promotions and sales to continue building loyalty amongst your audience.



TAKE TIME:

Create time and space for yourself and your loved ones during the holiday season. You can't pour into your content planning with an empty cup.