

NOVEMBER

CONTENT PLAN

AT A GLANCE:

1st: World Vegan Day

Showcase your vegan friendly products today!

5th: Bonfire Night

The night the Brits foiled a plot to blow up parliament, now celebrated with fireworks, treacle toffee and bonfires!

11th: Remembrance Day / Poppy Day / Armistice Day

Pop a poppy on your feed to show respect for those who have served our country. Remembrance Sunday will be on the **13th** this year.

13th: World Kindness Day

Why not enact a random act of kindness and encourage your followers to do the same?

19th: International Men's Day

Focus on the issues faced by men today. Why not reach out with advice about men's mental health?

24th: Thanksgiving

This popular American holiday focuses on giving thanks for what we have. It's also a great time for foodies!

25th: Black Friday

Black Friday starts earlier and ends later than ever before, be sure to have a great offer online for your followers!

26th: Small Business Saturday

Created for the little guys, small business Saturday supports, gives advice, and promotes the work of small businesses.

28th: Cyber Monday

Designed for online businesses, this sale day often amalgamates into one week with Black Friday.

CONTENT THEMES:

- November
- Christmas Prep
- Thanksgiving / Friendsgiving
- Shopping + Small Business

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SOCIAL MEDIA POSTING IDEAS:

- Introduce the people behind your social media accounts
- Christmas Gift Guides
- Bonfire Night Recipes / Drinks
- Vegan Product Guide
- Perform a random act of kindness
- Raise money for men's mental health charities
- Do a British take on Thanksgiving traditions
- Share teasers of your Black Friday deals
- Promote other small businesses you love
- Ask customers how early they're putting the decorations up!
- Share a behind the scenes of you decorating your business
- Share organisation tips for holiday preparedness
- Take part in Movember with a moustache growing contest
- Run a giveaway that helps customers prepare for the holidays

IMPORTANT LINKS

<https://uk.movember.com/>

<https://vegan-day.org/en/>

<https://internationalmensday.com/>

<https://smallbusinesssaturdayuk.com/>



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ONLINE TO DO LIST

- Ensure your /christmas landing page is up to date
- Add Christmas/holiday opening hours to your website & Business Listings (e.g. Google)
- Schedule in posts, reels and emails to promote Black Friday & Cyber Monday promotions.
- Ensure products relating to the holidays are tagged correctly so they appear in your site searches.
- Add a festive touch to your logos & social media banners.
- Review any festive content opportunities within your business, such as staff parties, Christmas PR launches etc.
- Revamp your homepage for the season.
- Add in any delivery information updates such as last posting dates for Christmas, don't forget the Royal Mail strikes!
- Plan a Christmas countdown for your email marketing campaigns.

