

# DECEMBER 2024

## CONTENT IDEAS FOR SOCIAL MEDIA & EMAIL

### WINTER SEASON

A season of light, hope, and good cheer



### Dec 2 CYBER MONDAY

Promote online deals or exclusive digital offers. Highlight products or services available online. Provide tips for a smooth and stress-free online shopping experience. #CyberMonday #OnlineShopping #CyberMondayDeals



### Dec 5 VOLUNTEER DAY

Share volunteer opportunities in your organization or community. Highlight volunteers making a difference. Encourage your audience to get involved. #InternationalVolunteerDay #VolunteerDay



### Dec 23 FESTIVUS

Celebrate this fictional holiday from "Seinfeld" with humorous content, feats of strength, or lighthearted grievances. Host contest, challenges, or giveaways. #FestivusForTheRestOfUs #AiringOfGrievances

### Dec 21 FIRST DAY OF WINTER

Offer winter life hacks for staying healthy, maintaining balance, or preparing your home for visitors. Share seasonal recipes. Create a winter bucket list. Host winter giveaways or promotions. #FirstDayOfWinter #WinterVibes



# MERRY and BRIGHT

### OTHER OBSERVANCES

- Dec 3 Giving Tuesday
- Dec 4 National Cookie Day
- Dec 10 Human Rights Day
- Dec 14 National Free Shipping Day
- Dec 24 Christmas Eve
- Dec 31 New Years Eve



Universal Human Rights Month  
National Write a Business Plan Month  
Seasonal Depression Awareness Month

### CELEBRATIONS

Hanukkah (Dec. 25 - Jan. 2)  
Kwanzaa (Dec. 26 - Jan. 1)