

# Day Two

## CLD ADVENT CALENDAR

### HOW TO STAY CONSISTENT DURING CHRISTMAS

Happy second of December everyone!

Navigating the festive season on social media can be a lot of fun but also a lot of work if you still want to make the most out of your time and enjoy the moments with your loved ones.

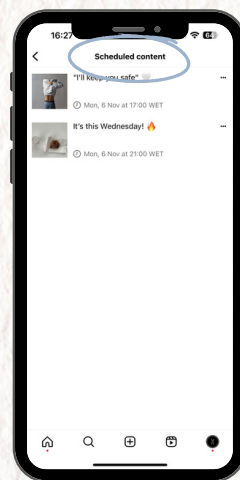
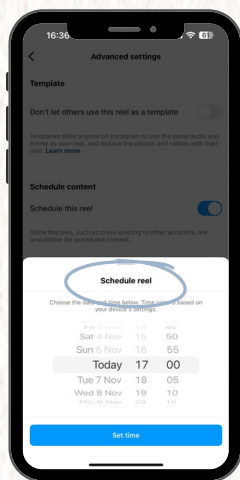
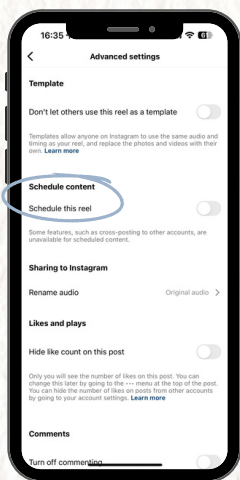
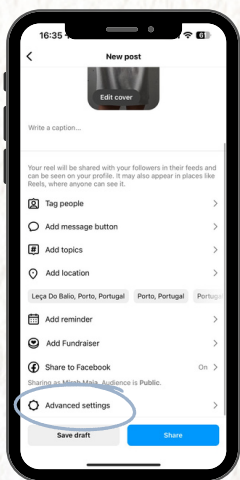
So how can you guarantee that you stay consistent with your posting but still enjoy the days leading up to Christmas?

We got you covered! It's the perfect time to create holiday-themed content (that matches your niche of course), get them engaged with polls, ask about their festive plans, or share your own behind-the-scenes moments.

The secret is to **plan well ahead** and partly **batch create** your content. Plan your content ahead of time. Draft a content calendar (we got a template for you), so you're not scrambling for ideas during holiday festivities and pre-create everything that you can already do!

Consistency is key, but don't forget to enjoy the holiday moments offline too. Consider **scheduling your posts** in advance, allowing you to maintain a consistent presence without sacrificing precious time with loved ones.

### HOW TO SCHEDULE YOUR POSTS AHEAD:



\*not available for everyone yet

# Content ideas

## TO STAY CONSISTENT DURING CHRISTMAS



- Create an advent raffle: create a little Christmas challenge that makes sense for your niche and engage your followers! You can plan and create everything in advance and post about it throughout the month!
- Share your goals for 2024: keep your followers up to date with your journey and let them keep you accountable!
- Get ready for Christmas with me: depending on your niche, create a "get ready for..."! Fashion niche: get ready for a Christmas dinner; beauty niche: GRWM - my Christmas Make-Up; Travel niche: let's pack for a Christmas trip; Interior: get the house ready for Christmas; Food niche: let's make a Christmas dinner together! You can easily pre-create this already!
- What are your Christmas/winter must haves? To travel, to wear, to eat, which songs, movies - what can you not go without during the season?
- Create the ultimate Christmas/winter checklist for your niche: could be a great freebie to give value to your audience so turn it into a PDF for example!
- Give tips for creative Christmas gifts that fits to your niche! Put together a list with the top gift options! Extra tip - see if you can create affiliate links for that so you even earn a little income on the side!
- Give back: choose an organization within your niche that you want to support and for which you can donate! Encourage your audience to join you (just make sure that the source that you donate too is legit),
- Show the gifts you got for your friends and family or even the ones that you received or got yourself - this is also a great opportunity for collabs!
- Recap of 2023! Don't forget to do a recap of the year! You can use this audio for example: [2023 RECAP AUDIO](#)
- What were your biggest learnings from 2023? Share them with your followers so that they can learn from them too!
- How about your biggest achievements? Can be anything from personal growth, to a bucket list destination that you visited, a collab that you landed and so on! Share your success with others!
- Your New Years Eve plans: what does your NYE look like? How to you end 2023 and start 2024?
- What are your New Year's resolutions? Can your followers join you with those resolutions? Can you work on them together? Can you keep one another accountable?

# Content Calendar

PLAN YOUR CONTENT NOW AND BE CHILL DURING THE FESTIVE DAYS!

MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31