

THE *Blissful Biz*  
HIVE



SOCIAL MEDIA  
CALENDAR 12



# SOCIAL MEDIA CALENDAR DECEMBER

2	<b>MONDAY</b>	<b>Cyber Monday</b> #cybermonday Cyber Monday is the Internet's answer to brick-and-mortar holiday shopping and the perfect day to offer a special deal for any online products you sell.
3	<b>TUESDAY</b>	<b>Photos &amp; Videos</b> Share a behind-the-scenes photo or video of your life.
4	<b>WEDNESDAY</b>	<b>Introduce yourself</b> Your followers want to see WHO is behind the screen and get to know you.
5	<b>THURSDAY</b>	<b>Quote</b> Share an inspiring quote - as an image or just as text.
6	<b>FRIDAY</b>	<b>Promote</b> Promote your offerings, for example a new class you're teaching, an upcoming workshop or a blog post or video.
7	<b>SATURDAY</b>	<b>Photos &amp; Videos</b> Share a funny photo or video
8	<b>SUNDAY</b>	<b>National Brownie Day</b> #NationalBrownieDay Share the brownie love on social media. You could also for example offer a free brownie to everyone coming to class today.

# SOCIAL MEDIA CALENDAR DECEMBER

9

**MONDAY**

**Share the love**

Thank your followers for being there.

10

**TUESDAY**

**Tutorial**

Teaching something is a great way to establish yourself as an expert.  
It doesn't have to be major, keep it simple.

11

**WEDNESDAY**

**Photos & Videos**

Share a photo or video of your yoga practice.

12

**THURSDAY**

**Quote**

Share an inspiring quote - as an image or just as text.

13

**FRIDAY**

**National Cocoa Day**

#NationalCocoaDay #TisTheSeason

This day is the perfect opportunity to make a hot chocolatey drink and indulge.

14

**SATURDAY**

**Photos & Videos**

Share a behind-the-scenes photo or video of your yoga life.

15

**SUNDAY**

**Turn your phone OFF**

# SOCIAL MEDIA CALENDAR DECEMBER

16

**MONDAY**

## **Be the expert**

Share a personal story how you learned something and the challenges you had to overcome.

17

**TUESDAY**

## **Quote**

Share an inspiring quote - as an image or just as text.

18

**WEDNESDAY**

## **Promote**

Promote your offerings, for example a new class you're teaching, an upcoming workshop or a blog post or video.

19

**THURSDAY**

## **Photos & Videos**

Share a photo or video of your yoga practice.

20

**FRIDAY**

## **Ask for Feedback**

Ask your audience what they would like to get more from you.

21

**SATURDAY**

## **Get personal**

Share your favorite mantra and why it's so important to you.

22

**SUNDAY**

**Chanukah**

# SOCIAL MEDIA CALENDAR DECEMBER

23  <b>MONDAY</b>	<b>Affirmation</b> Share an inspiring affirmation.
24  <b>TUESDAY</b>	<b>Christmas Eve</b> You can decide to stay away from social media over the holidays and enjoy the time with your family, or you share a loving holiday greeting with your followers.
25  <b>WEDNESDAY</b>	<b>Christmas</b> #christmas #xmas #ChristmasSpirit There are so many things to love about Christmas - the festive parties, the decorations, the silly traditions, and the delicious food.
26  <b>THURSDAY</b>	<b>Boxing Day</b> #boxingday In the UK, Boxing Day is known as a shopping holiday, much like Black Friday in the United States.
27  <b>FRIDAY</b>	<b>Be the expert</b> Share the answer to a question you get all the time.
28  <b>SATURDAY</b>	<b>Promote</b> After indulging over the holidays, people are ready to hear about how to get a healthy start in the new year. Promote your offerings, for example an upcoming workshop.
29  <b>SUNDAY</b>	<b>Turn your phone OFF</b>

# SOCIAL MEDIA CALENDAR DECEMBER

30

**MONDAY**

## **Promote**

Promote your offerings, for example a new class you're teaching, an upcoming workshop or a blog post or video.

31

**TUESDAY**

## **NEW YEAR'S EVE**

Share an inspiring quote - as an image or just as text.

# SOCIAL MEDIA COPY

## SOCIAL MEDIA POSTS COPY EXAMPLES

### Engagement Questions & Captions

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IN 2020 I WANNA FALL IN LOVE WITH MYSELF

My word for 2020 is LOVE. For years I focused on what was wrong with me, what I should do better, all the ways I needed to change.

This year I'm focusing on loving aaall my flaws, because when I embrace all I am, I'm able to step into the fullness of life I'm supposed to live. And love.

Here's to us, the broken yet strong ones, who rise with the power of self love.  
Tag someone who you want to love your life with below...

\*\*\*\*\*

You may not know a whole lot about me, but I'm \_\_\_\_\_, a \_\_\_\_\_ from \_\_\_\_\_.

In honor of my affection toward Christmas, I wanna share what I love most!

There's no food I love more than\_\_\_\_\_, no vacation spot I love more than\_\_\_\_\_ and no ice cream flavor I love more than\_\_\_\_\_.

I had my first kiss at age \_\_\_\_\_. The love of my life is \_\_\_\_\_ and the way to my heart is\_\_\_\_\_ and \_\_\_\_\_

My favorite Christmas gift I ever received was \_\_\_\_\_ and I love watching \_\_\_\_\_ while gift wrapping.

So tell me something about you...I'd love to know who you are and/or what you love about the holidays!

\*\*\*\*\*

Wishing you and yours a holly jolly Christmas!

Hanging it up for the night. Merry Christmas everyone!

# SOCIAL MEDIA COPY

## Quotes

"Love is how it feels to recognize our essential unity. Awakening to oneness is the experience of Big Love. Knowing you are one with all, you find yourself in love with all." ~ Timothy Freke

"What if Christmas, he thought, doesn't come from a store. What if Christmas, perhaps ... means a little bit more!" — Dr. Seuss in *How the Grinch Stole Christmas*

"No matter what, I always make it home for Christmas." — Dolly Parton

"Christmas is a tonic for our souls. It moves us to think of others rather than of ourselves. It directs our thoughts to giving." — B.C. Forbes

"Blessed is the season which engages the whole world in a conspiracy of love." — Hamilton Wright Mabie