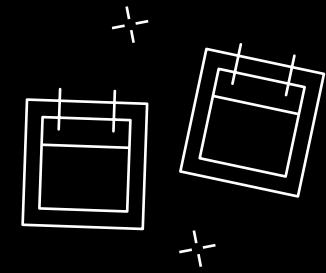


COMPASS







# End of Year Holiday Content Calendar

November – Middle of January

## How to Use this Calendar:

Our marketing team has curated a comprehensive content calendar designed to serve as your go-to inspiration guide for social media posting. With each day thoughtfully mapped out to revolve around a distinct theme, we aim to infuse a sense of holiday cheer and coherence into your marketing strategy. Forge meaningful connections with your audience by adopting a more personalized approach in your content. Let the festive spirit shine through your posts, creating a warm and engaging atmosphere for your followers. Wishing you and your audience a joyous holiday season filled with increased engagement and shared moments! Happy holidays! #HolidayMarketingMagic #EngageWithJoy

# NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2  Thankful Thursday	3  #FestiveFridays Post Holiday Decorating Tips	4  #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
5  Local Holiday Events Guide Post Local Events	6  Local Holiday Events Guide Post Local Events	7  #TraditionsTuesdays Highlight your favorite family traditions for the holiday season	8  #WishfulWednesdays Find a local charity to support and showcase	9   Thankful Thursday	10  #FestiveFridays Post Table Setting Ideas	11  #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
12  Local Holiday Events Guide Post Local Events	13  Fall Interior Design Trends	14  #TraditionsTuesdays Highlight your favorite family traditions for the holiday season	15  #WishfulWednesdays Find a local charity to support and showcase	16   Thankful Thursday	17  #FestiveFridays Highlight Black Friday Home Decor Deals	18  #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
19  Local Holiday Events Guide Post Local Events	20  Tips for Hosting on Thanksgiving	21  Cozy Spotlight Showcase homes with cozy fireplaces. It could be yours or inspiation images	22  #WishfulWednesdays Find a local charity to support and showcase	23   Thanksgiving	24  #FestiveFridays Post your Thanksgiving food and family/friends photos	25  #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season1
26  Local Holiday Events Guide Post Local Events	27  Cozy Spotlight Showcase homes with cozy fireplaces. It could be yours or inspiation images	28  Tips on Keeping Your Hosue Safe While You are out of town for the holidays	29  #WishfulWednesdays Find a local charity to support and showcase	30  November Recap How was the month for you? Post your favorites!		

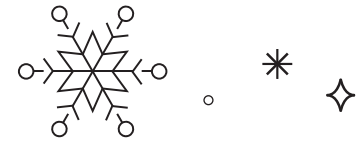







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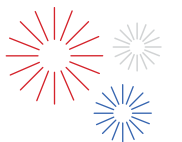




# DECEMBER



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>Notes:</b>					<b>1</b> Post a local holiday lights map. Encourage followers to submit their favorite local displays!	<b>2</b> #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season!
<b>3</b> Post a home buyers wish list! Create a series of posts featuring common items on homebuyers wish lists.	<b>4</b> DIY Home Decor Ideas To Save Money This Holiday Season	<b>5</b> Holiday Poll This or That? On Instagram Stories	<b>6</b> Post a Gift Guide	<b>7</b>  First Day of Chanukah	<b>8</b> Ask your followers to share their ugliest holiday sweater and choose one as the winner!	<b>9</b> #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season!
<b>10</b> Post a home buyers wish list! Create a series of posts featuring common items on homebuyers wish lists.	<b>11</b> Post the Best Holiday Movie Round Up	<b>12</b> Real Estate Poll This or That? On Instagram Stories	<b>13</b> Client Appreciation: Client Spotlight	<b>14</b> Best Bedrooms of 2023	<b>15</b>  Last Day of Chanukah	<b>16</b> #SmallBusinessSaturdays Spotlight a local business that needs love this holiday season!
<b>17</b> Post a home buyers wish list! Create a series of posts featuring common items on homebuyers wish lists.	<b>18</b> Market Update	<b>19</b> New Years Resolution Poll This or That? On Instagram Stories	<b>20</b> Client Appreciation: Client Spotlight	<b>21</b> Best Living Rooms of 2023	<b>22</b> New Year New Home Goals	<b>23</b> Post a nostalgic photo from your childhood during the holidays
<b>24</b>  Christmas Eve	<b>25</b>  Christmas Day	<b>26</b>  First Day of Kwanza	<b>27</b> Client Appreciation: Client Spotlight	<b>28</b> Best Kitchens of 2023	<b>29</b> Post Your Real Estate Goals 2024 Sneak Peak into your business	<b>30</b> Year in Review Post all of your sales for the year - celebrate yourself!



New Years Eve

# COMPASS

# JANUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b>  <b>New Years Day</b>	<b>2</b> <b>Getting Organized!</b> Post/story organization products to store holiday decorations	<b>3</b> <b>Agent Spotlight!</b> Post a few fun facts about your team members or yourself	<b>4</b> 2024 Real Estate Trends Your Predictions	<b>5</b> <b>Fitness Fridays</b> Post local work-out classes, walks, wellness centers in your city	<b>6</b> Kicking Off Your New Years Resolutions
<b>7</b> Fresh Start! Post your favorite saving tips for first time home buyers	<b>8</b> <b>Motivational Monday</b> Post a quote or piece of advice	<b>9</b> <b>Getting Organized!</b> Post/story organization products to store holiday decorations	<b>10</b> <b>Agent Spotlight!</b> Post a few fun facts about your team members or yourself	<b>11</b> Utilize the 3 Click Campaign for January!	<b>12</b> <b>Fitness Fridays</b> Post local work-out classes, walks, wellness centers in your city	<b>13</b> Post the paint colors of 2024
<b>14</b> <b>New Year, New Home</b> Post a lifestyle image and in the caption explain why your clients should work with you	<b>15</b> <b>Motivational Monday</b> Post a quote or piece of advice	<b>16</b> <b>Getting Organized!</b> Post/story organization products to store holiday decorations	<b>17</b> <b>Agent Spotlight!</b> Post a few fun facts about your team members or yourself	<b>18</b> Post a vision board! What do you want to happen in 2024?	<b>19</b> <b>Fitness Fridays</b> Post local work-out classes, walks, wellness centers in your city	<b>20</b> Mid Month Goal Check in

Keep the momentum going for your marketing strategy as you head into 2024!  
 Reach out to your AEM and your MA with any questions.

