

DIVA MEDIA LTD



90 FESTIVE PROMPTS FOR YOUR SOCIALS
CONTENT ADVICE
TOP HASHTAGS

AVOID POST PARALYSIS AND CREATE SCROLL STOPPING CONTENT THIS WINTER.

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key dates

1st – Giving Tuesday
3rd – International Day of Persons with Disabilities
4th – National Cookie Day
5th – Small Business Saturday UK
8th – National Brownie Day
9th – International Children's Day
10th – 18th – Hanukkah
11th – Christmas Jumper Day
14th – Free Shipping Day
21st – Winter Solstice
24th – Christmas Eve
25th – Christmas Day
26th – Boxing Day
28th – Card Playing Day
31st – New Years Eve

#festive

High performing hashtags for December

#christmas #winter #love #holidays #christmastime
#merrychristmas #festive #december #happynewyear
#nye #inspiration #itsbeginingtolookalotlikechristmas
#christmas #christasmagic #christmastime
#christmasinspiration #christmasmood
#12daysofchristmas #christmasphotography
#shopsmall #rusticchristmas #christmascountdown
#shoplocal #christmasinspo #christmasgiftideas
#lovechristmas #christmasspirit

A close-up photograph of a blue spruce branch, heavily laden with snow. The needles are a vibrant blue-green, and the snow is a soft, white, out-of-focus background. The branch is positioned vertically on the left side of the page, extending from the top to the bottom.

prompts

- Your Top 3 "Shop Small" xmas gifts
- If you have items to sell – your own shipping details for the festive period
- Last postage dates for any Christmas items
- Show off your tree!
- Perfect gift ideas for (x) person
- Behind the scenes of your own life at Christmas
- Christmas memories
- My favourite Christmas product
- Are Vouchers available for your business?
- Your favourite small business
- Your own favourite new product this year
- Festive FAQ's?
- Behind the scenes creating your product
- Create a poll for customers favourite products
- Festive quotes
- Any charities to support during the season?
- What you love most about the festive season
- Highlights from the year!
- Christmas PJs
- Any specific Christmas products you've launched
- Do you have Christmas specific collection?
How did you create it?
- Holding a bauble (If on iPhone – use portrait mode!)
- Feature any shops who sell your products
- How can your product suit a need for xmas presents?
- Recommend a Friends Christmas product.
- How customers can purchase from you

- Favourite festive drinks
- Favourite festive film
- 12 days of Christmas – Showcasing different products every day
- Your own Christmas traditions
- Favourite festive recipes
- Share a photo with "caption this".
- Festive contest or giveaway
- Letter to Santa – What would you ask for?
- Best product for Secret Santa
- A Christmas Coffee!
- How do you celebrate Christmas?
- How do you celebrate New Years Eve?
- What are your goals for the New Year
- Can your products be used for NYE parties or get togethers?
- Your own Christmas gift guide!
- Stocking fillers
- Gifts under £10 from local friends
- Meet the festive team...! Festive images of you and your staff.
- Working to your favourite Christmas song
- Your favourite Christmas book
- What does Christmas time mean to you?
- Your Christmas opening hours – are you taking any time off?
- Christmas Wreath
- Re-share any publicity from the year
- Customer photos with your own festive items?
- Best-sellers of the year
- Seeing out 2020....! (Thank god!!)
- Gratitude post for customers
- Christmas Eve post
- Wish customers a Merry Christmas
- Boxing Day post
- New Years Eve post
- Happy New Year post
- Wearing your Christmas jumpers

- Christmas countdown
- Christmas themed meme
- Top trends of the year
- Prediction of trends for the new year
- Share Christmas cards you've received
- Snow!
- Ask your audience to tag a loved one as a hint they want your products
- Why people love your Christmas best-seller
- Top 5 questions received from customers
- Customer votes – you can use this for anything – fave TV show – get the engagement up!
- Would you rather....at Christmas time!
- Set Up and Encourage your followers to join your mailing list!
- Promote your mailing list and any exclusive benefits
- Any travel you're doing over the festive period?
- Christmas Reel – jump into your Christmas jumper...!
- What you do on a "snow day"
- Festive Flatlay
- Winter Flatlay
- Winter Selfie
- Hannukah
- S"elf"ie

Generic Post Prompts

- QOTD
- Self Care
- Behind the scenes
- Plans for 2021
- 2021 Goals
- Manifestation
- Throwback
- Office/Showroom Tour (Use Stories or a Reel!)
- Top Tip
- Unique

Captions

It's the most wonderful time of the year...!

The key to an engaging Instagram caption is to arise interest and make people stop scrolling.

A funny caption will garner more attention and engagement on Instagram.

- The only thing getting “lit” this weekend are my Christmas scented candles.
- Egg nog is not the answer. It just makes you forget the question.
- Do Santa’s cookies pair well with white wine? Asking for a friend.
- Snowy hair don’t care.
- Make gingerbread houses great again.
- This house runs on coffee, donuts, and Christmas music.
- Let's get Frosty!
- All I want for Christmas is food.
- Meet me under the mistletoe.
- There’ll be parties for hosting, cocktails for toasting, and caroling sung way out of key.
- What do you call an elf who sings? A Wrapper!
- Dear Santa, I’ve been good all year. Most of the time. Once in a while. Nevermind, I’ll buy my own stuff.”
- It's true...I Have O.C.D. – Obsessive Christmas Disorder.
- I'm only a morning person on December 25th.
- License to chill.
- Paradise doesn't have to be tropical and warm.
- Santa Claus has the right idea: visit people only once a year.
- The snuggle is real.
- Dear Santa... I can explain.
- ‘Twas the night before Christmas and all through the house everyone was on their phone.
- Don't get your tinsel in a tangle.

FILMS

- Merry Christmas ya filthy animal.
– Home Alone
- I'm eating junk and watching rubbish, you better come out and stop me! – Home Alone
- The best way to spread Christmas cheer is singing loud for all to hear. – Elf
- Maybe Christmas doesn't come from a store...maybe Christmas means a little bit more. – The Grinch
- Santa! Oh my god! Santa's coming! I know him! – Elf
- First we'll make snow angels for two hours, then we'll go ice skating, then we'll eat a whole roll of Tollhouse Cookie Dough as fast as we can, and then we'll snuggle." – Elf
- Do you want to build a snowman? –Frozen
- Some people are worth melting for. – Frozen.
- Let's do it. Let's go get the shit kicked out of us by love. – Love Actually

SONGS

- I just want you for my own, more than you could ever know
- We're snuggled up together like two birds of a feather would be
- All I want for Christmas is you!
- "Presents don't mean a thing if you ain't holding me tight"
- "You're the gift that's made all my dreams come true"

A vertical photograph on the left side of the page. It shows a hand holding a lit sparkler, with bright sparks radiating outwards. Below the sparkler is a glass filled with a bubbly beverage, likely champagne or sparkling wine. The background is dark, making the light from the sparkler and the bubbles in the glass stand out.

PUNS

- It's the most wonderful time... for a beer.
- It's beginning to look a lot like wine 'o clock
- I love you snow much.
- I'm full of holiday spirit. It's called wine.
- I'm dreaming of a wine Christmas.
- It was love at frost sight.
- There's snow way I'm going outside.
- All the jingle ladies.
- Merry 'Elfin Christmas.
- There's snow place like home.
- Eat, drink, and be cozy.
- But first... presents!
- Sleigh all day.
- Twinkle Twinkle Little Star. Point me to the nearest Bar....

ROMANCE

- If kisses were snowflakes I'd send you a blizzard.
- Make it a December to Remember.
- 'Tis the season to be jolly.
- 'Tis the season to sparkle.
- Sweater Weather is Better Together.
- I believe in the magic of the season.
- Fairy lights on winter nights.