



HOLIDAY CHECKLIST

ARE YOU READY FOR THE HOLIDAYS?

Top tips for your social media management revealed by real digital experts.



Publish Track Analyze Compare



ARE YOU READY FOR THE HOLIDAYS?

Preparing for the holidays can be busy, so to help we have prepared **a checklist for you to make sure your social media channels stay up-to-date and merrily active through the festive period,** also when you are taking a break.

More people will be browsing their Facebook newsfeed or your blogs during this time, so **make sure you have the right content ready.**



PLAN YOUR CONTENT CALENDAR

Determine key moments during your social media strategy schedule and create your page posts in advance.

LET DATA WORK FOR YOU

Use the **Analytics**, **Benchmarking** and **Page Comparison** features to check your holiday season posts from last year, and **compare** them with those of your competition, to see what performed well, which kind of content was the most engaging and what resulted in most click-throughs. This will help you **optimize your content for this season**, avoiding the mistakes from the past.

Check your content calendar and schedule posts well in advance. It's impossible to predict last-minute trends, but try to keep your posts relevant and interesting without falling in to classic clichés.

STAY INSPIRED

Social Listening feed can give you good ideas about interesting topics.

This is a great time of the year to reach out to people and **show your personality**. Hinting about the future plans and the up-coming year is also an idea that attracts curious readers.

It's a good idea to **schedule** some content in advance for the morning you'll be back in the office after your holidays too: you'll be busy catching up on emails so having a few posts already in content calendar lets you focus on the most urgent projects first.

ESTABLISH A CRISIS-RESPONSE PLAN

It's best to plan ahead in case problems arise.

Define what you consider a crisis, who needs to be involved to fix the problem, and what the expected lead time is. Loop in relevant team members and establish a system of cover for the holiday season.

Assign tasks and add notes in the collaboration section.

...and don't forget these:

REMEMBER **TARGETING**

Pay attention to targeting: Christmas is not celebrated in many parts of the world, so specific holiday posts should only be published in the correct target areas. Remember to provide other relevant content for the non-festive areas as well.

AUTOMATICALLY PROMOTE **YOUR BEST PERFORMING PAGE POSTS**

Lots of users will be spending more time online than usual due to the festivities. Make sure that your content marketing efforts do not go to waste, by using the Ad Creator feature in the Boost section to promote your best performing posts based on your preferred performance metric.

CHECK YOUR MOBILE PAGES

A large percentage of users will browse via Mobile and iPad, especially during the holiday rush. Check to make sure your conversion scripts are properly tracked and your mobile landing pages and images are visualised correctly.

CALENDAR DECEMBER 2014

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	Cyber Monday Busiest retail online search day in US & UK. 1	2	3	4	Sinterklaas (Netherlands). 5	Saint Nicholas Day (Germany). 6
7	8	9	10	11	12	Saint Lucy (Scandinavia and some parts of Italy). 13
14	15	16	Hanukkah 17	18	19	20
21	22	23	Christmas Eve 24	Christmas day Mobile Search begins. 25	Boxing Day Post-holiday sales begin in Northern and Western Europe. Busiest online retail day. 26	27
28	29	30	New Year's Eve 31			

DEFINE YOUR STRATEGY

- Christmas shopping is already in full speed: posts with gift ideas will be widely searched for.
- Women look for gifts for men earlier, while men buy gifts for women later.
TIP: Modify your posts and keywords to gift search trends, focus on gift ideas to women as Christmas gets closer and create visual layouts of gift ideas targeted Her and Him, Mom, Dad, Children etc.
- Travel advertisers should advertise beach holidays during the winter period.
- Remember also holiday recipes and vacation tips: clicks might jump during the first weeks of December due to all the searching and clicking.
- Remember the mobile users, especially on weekends, early mornings for commuters, and after dinner: optimize your landing pages and images accordingly.
- Take the opportunity to thank your readers, clients and followers about the past year: show your personality, the holidays are a great time to show the human side of your business.



CALENDAR JANUARY 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1	2	3	4
5	Epiphany	Orthodox Christmas Sales start in Central & Southern Europe.	8	9	10	11
12	13	Orthodox New Year	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

DEFINE YOUR STRATEGY

- Provide tips and guides for post-holiday sales, diets, new year's resolutions and anything relevant.
- End of January also signals the beginning of Valentine's day and the Chinese New Year shopping frenzy: start creating posts about these holidays.
- Focus on mobile especially on weekends.

CALENDAR FEBRUARY 2015

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	Valentine's Day shopping week 7	8
9	10	Carnival Week starts 11	Chinese New Year shopping week 12	13	Valentine's Day 14	15
Carnival Week ends 16	17	18	Chinese New Year 19	20	21	22
23	24	25	26	27	28	

DEFINE YOUR STRATEGY

- Women look for gifts earlier than men.
TIP: Propose gift ideas to men in the beginning of February and focus on gift ideas to women as Valentine's day gets closer.
- Whole February: focus on posts about the Chinese New Year for China, Eastern Asia and countries with large Eastern-Asian communities.
- Focus on mobile especially on weekends.



HAPPY HOLIDAYS

from Allin1Social!



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