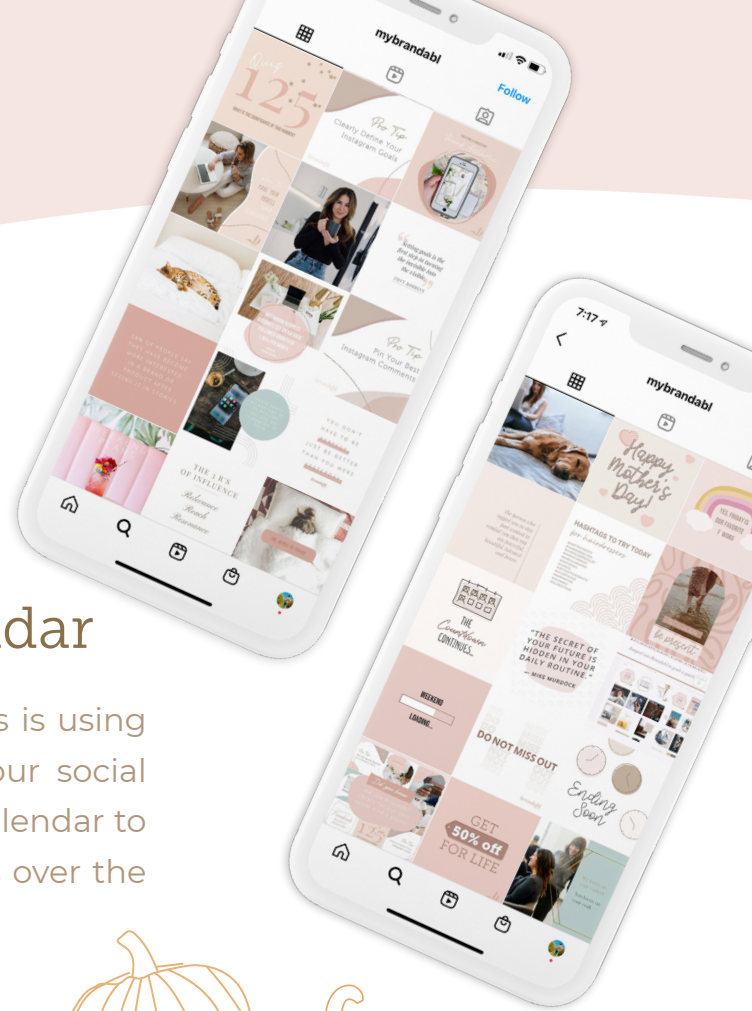


Social Media

Seasonal Content Calendar

A key ingredient for social media success is using a monthly editorial calendar to keep your social media profiles on track. Utilize this fun calendar to help guide your content and promotions over the coming months.



OCTOBER FOCUS: BOO-TIFUL BODY GOALS



Hot Topics: With bikini season behind us, keep your clients coming by offering seasonal promotions and highlighting sun-sensitive treatments where final results take time to manifest. Be sure you plan ahead for Black Friday and Cyber-Monday sales so you have enough inventory on hand. Stock up on gift certificates and be sure to announce your holiday hours well in advance.


To Do's:

- Promote Laser Hair Removal Specials
- Feature Seasonal Fall Facials
- Educate Clients About Body Contouring
- Partner with a Charity for Breast Cancer Awareness Month
- Promote Halloween Specials
- Plan for Black Friday & Cyber Monday
- Post Upcoming Holiday Hours



NOVEMBER FOCUS: FLASH FRIDAY AND CYBER MONDAY DEALS!




 **Hot Topics:** With the holidays coming up, it's the perfect time to focus on pre-sales with gift certificates and package deals. Post flash promotions to create a buzz and keep clients checking your social media for new deals. Make sure to mention an expiration date or use callouts like "One Day Only" or "Limited Spaces Available" to build excitement and urgency. It's also a great time to push dermal fillers and lip enhancement so clients will be photo-ready for those holiday parties!

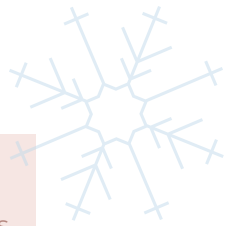
To Do's:

- Prepare Gift Certificates & Stocking Stuffers
- Promote Black Friday Specials & Cyber Monday Deals
- Highlight Customized Facials & Free Consultations
- Promote Injectables and Fillers
- Run a Promo for Peels and Microneedling
- Host a "Giving Thanks" Giveaway
- Post Holiday Hours
- Remind Clients to Book Early

DECEMBER FOCUS: WINTER WELLNESS



 **Hot Topics:** Colder months are coming, and our wardrobe isn't the only thing we need to adjust. A change in season also means a change in our skin, and it's important to educate clients on proper winter skin care to keep complexions healthy. Winter is also the ideal time to promote treatments where sun exposure will be limited. Microneedling, laser resurfacing, and laser hair removal are best performed during winter months. Celebrate the end of the year with immune-boosting tips and treatments, and don't forget to advertise gift certificates and stocking stuffers for last-minute shoppers!



To Do's:

- Continue Reminding Clients to Book Early
- Promote Hydrating Treatments
- Highlight Microneedling & Laser Resurfacing
- Run a 12 Days of Christmas Giveaway
- Advertise Indulgent & Relaxing Treatments
- Plan a "New Year New You" Special for January



Holi-Date Cheat Sheet



OCTOBER

October — Breast Cancer Awareness Month

October 1st — International Coffee Day

October 10th — World Mental Health Day

October 16th — Boss's Day

October 28th — National Chocolate Day

October 31st — Halloween

NOVEMBER

November 1st — World Vegan Day

November 7th — Daylight Savings (end)

November 8th — Cook Something Bold Day

November 11th — Veteran's Day

November 25th — Thanksgiving

November 26th — Black Friday

November 28th — First Night of Hanukkah

November 29th — Cyber Monday

DECEMBER

December 4th — Santa's List Day

December 18th — Bake Cookies Day

December 21st — Winter Solstice

December 25th — Christmas Day

December 28th — Boxing Day

December 31st — New Year's Eve