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# FREEBIE CONTENT STRATEGY FOR DECEMBER

## Product-Based

Date	Category	Content Pillar	Content Idea
December 1	Product Development	Behind-the-scenes	Share a behind-the-scenes look at product testing and development, and invite conversation over the state of the product.
December 2	Industry Trends	Evolution	Publish a post showing how the product's industry has evolved over the past year, and invite comments.
December 3	Product Leadership	Trendsetting	Building up on the previous day's post, publish how the product has played a role in leading, following, or breaking industry trends. Invite followers to comment on how they have been using the product in the same or different manners.
December 4	User Engagement	Burning Question	Post an image with a "burning question" that will help get followers talking about the product or any of its features. This may ideally refer to something the company can do in the future.
December 5	Product Recognition	Testimonials	Share any great review or testimonial, or a similar achievement that the product has obtained over the past year. Invite followers to share their own as well.
December 6	User-Generated Content	Photo Contest	Create a photo contest with followers showcasing the product in creative ways. This can take on a winter or holiday theme, as fit with the product.
December 7	Holiday Preparations	Company Preparations	Building up on the previous photo-themed post, share pictures of how the company is preparing for the upcoming holidays.
December 8	Q&A	Ask-Me-Anything	Create an ask-me-anything thread that allows followers to ask whatever they wish to know about the product.
December 9	Product Education	Top FAQs	Post a graphic that shows the most-asked questions of the previous day's thread, along with in-depth answers.
December 10	Product Usage	Infographic	Following up on the informative trend of the previous days, create an infographic showcasing the use cases of the product, or showing its basics.
December 11	Industry Insights	Video/Podcast	Share a video, podcast, or any non-text post regarding the product or the industry that it is in. Invite followers to share similar media.
December 12	Product Team Spotlight	Unique Roles	Share a post highlighting unique roles in the company's product development team, and how they have shaped the product.
December 13	Local Availability	Location Finder	Go local and share where followers and potential customers can avail of the product in their locality. This could be in the form of a map or a directory with contact details
December 14	Live Demo	Product Showcase	Start a live video showcasing the product, or showing something new about development. Invites should be posted ahead of schedule.
December 15	Image Scramble	Product Teaser	Post an image scramble showcasing the product, or ideally one that is still up and coming.
December 16	Customer Feedback	Improvement Suggestions	Request for customer feedback about the current state of the product, focusing on areas of improvement. A poll may be used for this as well, to prioritize already known issues.
December 17	Positive Reviews	Reel	Create a reel showcasing positive product review videos or blogs from as wide a reach of customers as possible, and inviting followers to do the same.
December 18	Christmas Gift Idea	Reel	Create a Christmas-themed reel showing how the product is a great way to delight someone over the holidays.



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December 19	Partner Appreciation	Holiday Shoutout	Post a shoutout to any partners or special people/companies who had been influential in the creation of your product. This may also be themed as a holiday thank you card.
December 20	Christmas Promotion	Giveaway	Post a Christmas-themed promotion about your product, whether a raffle or a contest giveaway. This may also be an accessory or something else related to your product.
December 21	Employee Recognition	Staff Achievements	Highlight staff achievements, such as top performers or innovative efforts done by employees.
December 22	Community Appreciation	Community Moments	Thank the community by highlighting their best moments throughout the year.
December 23	Gift Recommendation	Perfect Gift	Invite customers to give the product to their loved ones as a perfect gift for Christmas.
December 24	Community Impact	Giving Back	Showcase how the company or the product is helping the community by giving back directly (such as through outreach) or indirectly (such as by making a better community).
December 25	Holiday Greetings	Christmas Message	Post a Christmas-themed message greeting all users a happy holidays. Ideally, put the product front-and-center in Christmas garb.
December 26	Industry Support	Sharing is Caring	Share a "sharing is caring" post by inviting your followers to support related businesses in the industry, such as those whose products directly complement your service.
December 27	Holiday Fun	This or That	Share a holiday-themed "this or that" post that focuses on two varying aspects of your product.
December 28	Gift Guide	Last-Minute Gifts	Create a gift list targeting those who still don't have holiday gifts, focusing on your product and related items.
December 29	Product Evolution	Throwback Thursday	Throwback photo of old iterations or versions of the product, with a blurb stating how far the product has come. Invite followers to share their own photos with old versions of the product.
December 30	User Stories	Future Aspirations	Invite followers to share their history of use with the product, along with their aspirations for the product in the coming year.

## Service-Based

Date	Category	Content Pillar	Content Idea
December 1	Evergreen Content	Company History	Share an evergreen throwback post from the company's blog or social media account, with a short blurb on why it is still relevant even nowadays. Also invite followers to share their thoughts on the original post.
December 2	Company Culture	Workplace Culture	Share snippets about the company's culture and how it translates to the company's service overall.
December 3	Industry Growth	Service Industry Trends	Post about how the service industry has grown over the past year, along with the various factors that had affected it, and invite followers to discuss how it will be growing in the coming periods.
December 4	Industry Insights	Peer or Leader Perspective	Building up on the industry angle of the previous post, share a post from a peer or leader in the industry, about an important topic that followers need to be aware of.
December 5	Company Sneak Peek	Behind-the-Scenes	Show a teaser about what goes on behind the company (workplace, employee engagement, etc.). This could be in a picture or video format.
December 6	Service Tips	Did You Know Tips	Share quick tips or advice in using the service. This can be framed as a "did you know?" section, or could focus on hidden features.
December 7	Service Use Cases	Customer Workflows	Building up on the service-centered take of the previous post, share how the service can be vital or instrumental in completing specific workflows for customers.
December 8	Company Branding	Meme or GIF	Post a meme or a GIF that captures the spirit of the brand. Ideally, this should be something that also relates to current events or trends.
December 9	Regional Holidays	Cultural Holidays	Invite followers to share what holidays they have in their region or area this December. Alternatively, the question may be unique in ways in which the standard holidays are celebrated.
December 10	Industry Leader Quote	Leadership Quote	Share a visual with a quote, or a part of an interview, from the leader of the company or the industry. A link to the full interview should be in the comments. The post could also contain a short introduction of why the quote is important.
December 11	Complementary Resources	Helpful Links	Provide links to other websites or resources that best compliment the use of the service. Invite followers to post any link they know as well.
December 12	Company Growth	Roles and Expansions	Share how the roles behind the company had expanded or changed in the past year. This will also be a good opportunity to post job listings.
December 13	Employee Spotlight	Employee Contribution	Highlight a specific individual in the company and share their achievements or contributions to the development of the service.
December 14	Cross-Platform Promotion	Social Media Diversification	Post about the company's other social media. Ideally, refer to an event that is ongoing in another platform to divert audiences to it.
December 15	Customer Success Story	Video Reel	Create a reel that shows a success story of how the service is used. This can also double as a how-to video for a useful feature.
December 16	Holiday Fill-in-the-Blank	Holiday Wishes	Share a "fill-in-the-blank" visual post, focusing on the upcoming holidays. An example would be "All I want for Christmas is ____!"
December 17	Company Year-in-Review	Annual Statistics	Post company statistics for the year, showcasing the growth or progress in numbers. This may already take on a Christmas or holiday theme.
December 18	Throwback Engagement	Top Post Repost	Find the post for the year with the top engagement, and re-post it as a throwback, inviting new conversation on how it has since progressed.



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December 19	Industry Research	Groundbreaking Research	Share some groundbreaking research that the industry is into, or any interesting tidbit affecting the entire industry. Invite conversation as to how this will evolve in the following year.
December 20	Social Media Takeover	Guest Social Media Manager	Organize a social media takeover, where an employee or a customer takes over the social media account (under set guidelines).
December 21	Holiday Infographic	Service and the Holidays	Create a Christmas-themed infographic showing how the holidays can be brighter by using your service.
December 22	Holiday Service Importance	Holiday Use Cases	Create a post that positions your service as important or instrumental in the holidays, such as for use in a party, in travel, or in any holiday-related activity.
December 23	Holiday Gift Idea	Word-of-Mouth Campaign	Invite followers to tell others about the service, as the perfect gift for Christmas.
December 24	Last-Minute Holiday Deal	Christmas Giveaway	Create a last-minute holiday deal, such as a giveaway or any similar promotion.
December 25	Holiday Greetings	Christmas Message	Post a Christmas-themed message greeting all users a happy holidays.
December 26	Industry Support	Sharing is Caring	Share a "sharing is caring" post by inviting your followers to support related businesses in the industry, such as those whose products directly complement your service.
December 27	Gift Guide	Service-Focused Gift Guide	Post a gift-guide that centers around your service.
December 28	Service History	Throwback Timeline	Share a throwback timeline of the service's history, and invite followers to share how they have used the service in the past.
December 29	Service Future	Future Plans and Roadmap	Unveil a timeline of the service's plans for the coming year, and invite followers to comment on what they would like to see in addition to this timeline.
December 30	Year-in-Review	Service Highlights	Create a year-in-review focusing on the highlights of your service.