Holiday posting plan for small shops, 2026

A theme and post ideas for every week from mid-November to New Year's Day.

WEEK	THEME	WHAT TO POST
Nov 16 to 22	Warm up	Show your gift-worthy products, share your opening hours for the season, start a "gift guide" series (one product a day).
Nov 23 to 29	The big week	Thanksgiving Thu Nov 26, Black Friday Fri Nov 27, Small Business Saturday Sat Nov 28. Post your offer early in the week, remind on Friday, and make Saturday about your shop's story and your regulars.
Nov 30 to Dec 6	Online days	Cyber Monday Mon Nov 30, Giving Tuesday Tue Dec 1. Post your online ordering steps and any cause you support. Share your last order dates for delivery (check your carrier's).
Dec 7 to 13	Gift guides	Gifts by person: for the host, for teachers, for dads, under a set price. One photo, one line each.
Dec 14 to 20	Last chance to ship	Countdown posts to your last shipping date. Then switch to "pick up in store" and gift cards.
Dec 21 to 24	Last-minute heroes	Gift cards, same-day pickup, wrapping. Post your Christmas Eve hours twice.
Dec 25 to 31	Thank you week	A thank-you post with a photo of your team or counter, your year in numbers, and your New Year hours.
Jan 1	Fresh start	What is coming in the new year, and one sentence about why you do this.

Three habits for the season

1. Post at least three times a week. In the busiest weeks, once a day.
2. Every post answers one question a shopper has: what, how much, by when, where.
3. Pin your hours and order dates to the top of your profile and update them weekly.

Dates are for the United States in 2026. Shipping cut-offs differ by carrier and service, so check yours before you post them.

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