



Christmas Digital Countdown

SOCIAL MEDIA DATES

October

- 9th - Budget Day
- 10th - WIN Conference
- 10th - World Mental Health Day
- 12th - Shine A Light, Sleep Out Day
- 18TH - NWED #NWED
- 19th - 4 Nov Wexford Opera Festival
- 24 - Full Moon
- 25th - Ireland's Internet Day
- 25th - Presidential Election - Ireland
- 26th - 29th Bram Stoker Festival, Dublin
- 28th - DST ends, Clocks go back
- 29th - Bank Holiday Monday
- 29 - National Cat Day
- 31st - Halloween, Samhain Celtic Festival

November

- 1 - World Vegan Day #WorldVeganDay
- 1 - All Saints Day, Dios Los Muertos (Day of the Dead)
- 10th - Equal Pay Day (women start working for free) #EqualPayDay
- 13th - World Kindness Day #WKD
- 22nd - US Thanksgiving Day #Thanksgiving
- 23rd - Black Friday #BlackFriday
- 23 - Full Moon
- 24th - Small Business Saturday #ShopSmall
- 26th - Cyber Monday #CyberMonday
- 27th - Giving Tuesday #GivingTuesday
- November - Men's health awareness month
- NaNoWriMo - National Novel Writing month



December

- 2nd - 1st day of Advent (runs until 24th)
- 2nd - 10th Hanukkah
- 21st - Winter Solstice - shortest day of the year
- 22 - Full Moon (Cold Moon)
- 24th - Christmas Eve
- 25th - Christmas
- 26th - St. Stephen's Day
- 26th - 1st Jan - Kwanzaa
- 31st - New Years Eve #NYE



ImpulseHub Website Design,
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Christmas Digital Countdown

October is a great month to get yourself prepared for the holidays. It's also highly visual.

- Decorate your social profiles
- Put together a gift guide. Do it now. Have it ready for November.
- Be Visual, Have Fun, Engage

November is full on Holiday Shopping.



- Highlight your products for gift giving
- Get your Gift Guide out. Help customers find a unique gift. Your guide can help relieve stress and it highlights your brand too.
- Do a campaign or giveaway

December - relax and enjoy

- This is my time I give thanks for the year. I highlight my clients and their success.
- How can you give thanks?
- Speak to the emotions of the season

Christmas
Holiday
shopping
accounts
for 20% of
all Retail
Sales

TERI MORRIS

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Does not include hosting. Offer expires on 31st Oct 2018

