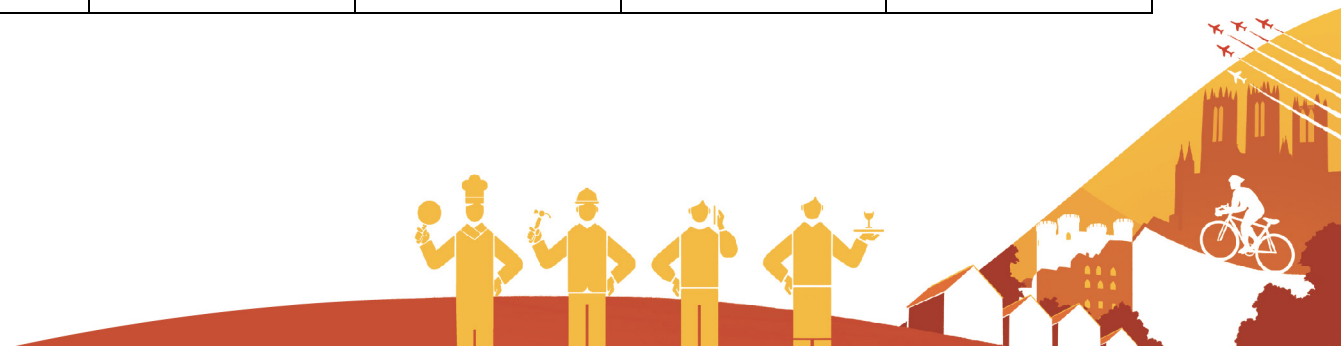


December 2021 Social Media Calendar

Here is a calendar of prompts to help you create #LincolnshireChristmas content on your tourism business' social media throughout December 2021.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1	2	3	4	5
	<p>Visit Lincolnshire Business Launch</p> <p>Did you watch our launch event? Send us a tweet using #BLLIVE and say hello!</p>		<p>Christmas Market</p> <p>Today, Lincoln Christmas Market starts! Post about the market and how easy it is to get there from your business.</p> <p>#LincolnChristmas Market</p>	<p>Don't forget to use #LincolnshireChristmas in all your posts.</p>	<p>Small Businesses</p> <p>Champion your local independents in the community with a shout out #SmallBusinessSaturday</p>	
6	7	8	9	10	11	12
	<p>Top Tip: Use Emojis to help animate your social media post and make sure they are relevant.</p>	<p>Menu Showcase</p> <p>Showcase a snippet of your Christmas menu!</p> <p>#ChristmasMenu</p>		<p>Christmas Events</p> <p>Take a look at our festive Lincolnshire guide, and share a local event</p> <p>#LincolnshireChristmas</p>		



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
13	14	15	16	17	18	19
12 days til' Christmas Share one thing you love about Lincolnshire at this time of year. #LoveLincolnshire		Gift Cards Do you offer gift cards and vouchers? Post about last-minute experience giving gifts for 2022 #ExperienceGifts		Engage with your customers online and like and comment on their posts too!	One Week to go Do you have any spaces for last minute booking for Christmas or New Year? #LincolnshireChristmas	
20	21	22	23	24	25	26
	All about local Create a post about how you're 'all about local', what it means to your business. #SupportLocal		Join our Facebook Group dedicated for Lincolnshire Tourism Business. Search: Visit Lincolnshire Business		Christmas Day Share a season greeting from your whole team #MerryChristmas	
27	28	29	30	31		
Be Engaged Ask your audience how their Christmas experience was. What were your highlights too! (Don't forget to comment back)		Book your 2022 We're getting ready to bring in the New Year adventure style! What can customers book for #2022		New Year's Eve A year in review. Share your favourite moments from 2021 #HappyNewYear	Follow Visit Lincolnshire on Twitter, Facebook & Instagram Business.VisitLincolnshire.com	

