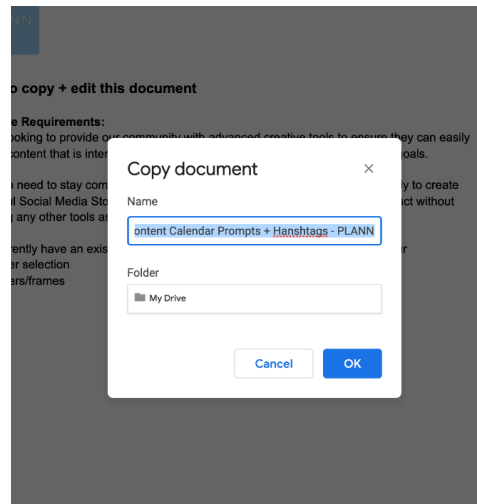
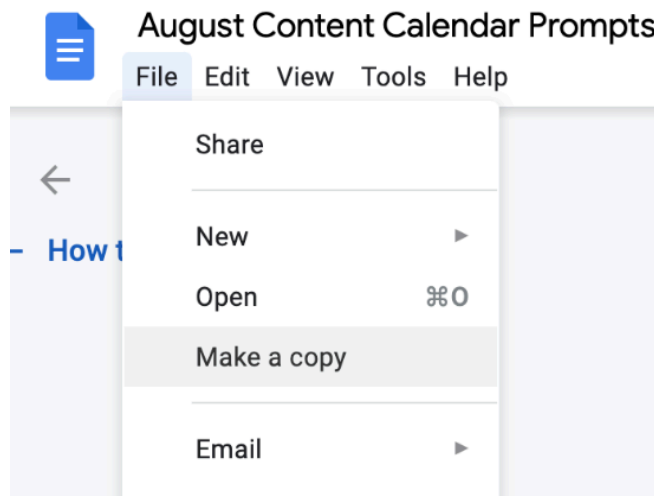




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December 2024 caption prompts + hashtag sets

POST OVERVIEW	CAPTION	TIP 1	TIP 2	HASHTAGS
December Goals - Ask your team members to share lighthearted December goals in a cheeky employee-led TikTok video.	December 1 - December Goals It's officially the last month of 2024, which means it's time to smash a few final goals before the new year begins! We asked the team to share their December goals with us, and boy, did they deliver! 🤪 Here's what they had to say. Which goal do you resonate with most?	Ask your team members to share lighthearted December goals in a cheeky employee-led TikTok video.	Write down their goals and use them to create an Instagram text post carousel.	#DecemberGoals #BehindtheScenes #MeettheTeam #HolidayGoals
November UGC Dump - Share 10+ photos or videos you received under your branded hashtags in November as an Instagram carousel.	December 2 - November UGC Dump Our [brand] community makes our products look so good, we barely need a photographer! 🤖 With December in full swing, let's check out some of the best pics you tagged us in throughout November. [1-2 personalized lines about what's depicted in the content.]	Share 10+ photos or videos you received under your branded hashtags in November as an Instagram carousel.	Repurpose the images into a TikTok Photo Mode post – with credit, of course!	#UGC #UserGeneratedContent #ProductPics #PhotoDump #UGCSpotlight
Brand Gift Guide - Create a gift guide Instagram Reel featuring your brand's products.	December 3 - Brand Gift Guide Dust off your wallets and whip out the gift wrap – now is the perfect time to start your holiday shopping, if you haven't already! And, what better way to set the tone than some goodies from [brand]? Introducing the [brand] Holiday Gift Guide for 2024. ✨ [1-2 lines specific to your product range and your top holiday gift recommendations.] Need shopping support? We love to play Santa's helper! Send us a message and we'd be happy to help.	Create a gift guide Instagram Reel featuring your brand's products.	Use the recommendations as the basis for a TikTok Photo Mode post.	#GiftGuide #HolidayGiftGuide #ProductRecommendations #HolidaySeason #ChristmasWishlist

National Cookie Day - Design an Instagram carousel showing each of your team member's favorite cookies.	December 4 - National Cookie Day Om nom nom nom... it's National Cookie Day! 🍪 Because the [brand] team can't resist an opportunity to consume yummy sweet treats in the office, here's a glimpse at what everyone is snacking on today. If you're celebrating National Cookie Day (which you absolutely should be!), tell us your go-to flavor in the comments. ⬇️	Design an Instagram carousel showing each of your team member's favorite cookies.	Film a TikTok video of everyone trying one another's go-to cookie.	#NationalCookieDay #CookieGoals #WhatWeAreEating #CookieRecipe #MeettheTeam
Festive Office Setup - Share photos of your team's office or work from home holiday decorations to Facebook.	December 5 - Festive Office Setup Holiday season means getting to deck the literal halls of the [brand] office with cute, seasonal decor – and we couldn't be happier about it. Let's take a look at which decorations made the cut. 🌲 Bonus points if you can guess whose desk is whose!	Share photos of your team's office or work from home holiday decorations to Facebook.	Repost the images on your Instagram Stories and save them to a festive highlight.	#HolidayDecorations #TisTheSeason #FestiveSeason #ChristmasDecorating
Three Facts About Product - Teach your audience more about a popular product by offering three little-known facts in a TikTok video.	December 6 - Three Facts About Product Three things you didn't know about [product]! 🗣️ 🧠 [Outline 3 fun facts or top tips for using the product that may not be evident to a first-time user.] We told you this little guy was incredible, but somehow, things just keep getting better! Drop your top tip for using [product] in the comments for your fellow [brand] addicts to appreciate.	Teach your audience more about a popular product by offering three little-known facts in a TikTok video.	Create an Instagram carousel using the tips and UGC or owned images.	#ProductTips #DidYouKnow #ProductSpotlight #ProductTutorial
Festive Season Playlist - Create a collaborative Spotify playlist and share it to Instagram as a carousel post.	December 7 - Festive Season Playlist From the classics to Justin Bieber's 'Mistletoe' and Ariana's 'Santa Tell Me', there are some *iconic* festive tunes out there... and the [brand] office has heard every. single. one. So, to pass along the earworms (you're welcome!), we've made a seasonal playlist of all the faves we can't get enough of while we anticipate Santa's	Create a collaborative Spotify playlist and share it to Instagram as a carousel post.	Publish the same carousel to Facebook.	#ChristmasCarols #HolidayMusic #FestivePlaylist #OfficeSpotifyPlaylist

	arrival. 🎵🎅 Give it a save, and follow us on Spotify while you're at it!			
Charity Alignment - Call out charities your business is supporting in a LinkedIn post.	December 8 - Charity Alignment It's time to give back! [1 line about the charity/ies you have chosen to donate to.] In [YEAR], [brand] has given [no. dollars or hours] to charitable organizations. We're very proud of this, and we're excited to continue our commitment to supporting others into the new year.	Call out charities your business is supporting in a LinkedIn post.	Ask an executive team member to record a video for Instagram Reels on the same topic.	#GivingBack #CharitableBusiness #SocialResponsibility
Holiday Flash Sale - Promote a flash sale geared at holiday gift shopping on your Instagram feed.	December 9 - Holiday Flash Sale Did someone say ⚡ flash sale ⚡? Oh, yep – that was us! To help you with your holiday gift-buying, we're giving you [% off / gift with purchase / etc.] when you spend [minimum order amount]. From stocking stuffers to the main event, the perfect presents are just one 'add to cart' away. 🎁 Shop now at the link in our bio!	Promote a flash sale geared at holiday gift shopping on your Instagram feed.	Share the sale to Facebook for more reach.	#FlashSale #HolidaySale #ChristmasShopping #HolidayGifting
Key Dates for December - Create an Instagram Reel with your key dates for December and the holiday season.	December 10 - Key Dates for December The festive season is well and truly here, and we're not far off Christmas, Hanukkah, and New Year! So you can navigate the holidays accordingly, here's what you need to know... We will be [closing store/ceasing services/cutting off shipping] from [date] until [date], when we're back in action. Thank you to our wonderful community for all the support this year – we're looking forward to a few more [days/weeks] of looking after you in 2024, and even better things in 2025!	Create an Instagram Reel with your key dates for December and the holiday season.	Using a designed tile, share the same information to Facebook and LinkedIn.	#DecemberKeyDates #HolidayCutOffDates #KeyDates #FestiveSeason

Trending Sound Product Plug - Using a trending sound, create a TikTok video subtly promoting a best-selling product.	December 11 - Trending Sound Product Plug The second we saw this trend, we knew we had to get on board... thankfully, it took zero convincing. [1 line to tie the trend and the product.] Helloooo, [product] – shop this fan-fave at the link in our bio. 🔗	Using a trending sound, create a TikTok video subtly promoting a best-selling product.	Create a video for Instagram Reels using the same footage.	#ProductSpotlight #OnTrend #TrendingProduct #BestSeller
Holiday Season BTS - Offer insight into your business's holiday happenings in a behind-the-scenes TikTok video.	December 12 - Holiday Season BTS [Brand] behind the scenes, holiday edition! 🎄 Take a look at what our team has been up to in prep for all the festivities to come later this month. What does your holiday to-do list look like?	Offer insight into your business's holiday happenings in a behind-the-scenes TikTok video.	Share the video to your Instagram Stories with a callout to follow you on TikTok.	#HolidaySeason #BehindTheScenes #FestiveSeason #HolidayPlans
Customer Review - Source a testimonial video from a happy customer and publish it to Instagram Reels.	December 13 - Customer Review Customer reviews like this make us want to squeal with excitement! Actually, would it be weird if we did!? Ahhhh! 😊 It gives us all the warm and fuzzy feelings to see loyal customers like [name] loving their [brand] products. Hashtag living the dream!	Source a testimonial video from a happy customer and publish it to Instagram Reels.	Take quotes from their video transcript and share them as a text post on LinkedIn.	#CustomerReview #ProductReview #CustomerTestimonial #HappyCustomer
How We Capitalized on This Trend - Create a LinkedIn text post and complementary video showing how you leveraged a social trend for your business.	December 14 - How We Capitalized on This Trend Sometimes we see a trend on TikTok or Instagram, and it turns into an hour-long strategy meeting about how best to make it work for [brand]. Other times, the wonderful [name] gets an idea in [her/his/their] head and runs with it. Every content piece is different, but they're all backed by strategy – so we thought we'd give you a snapshot of the thinking behind our latest viral sensation, [trend]. [2-3 lines about how you leveraged the trend.] Tell us – what's a trend you've nailed	Create a LinkedIn text post and complementary video showing how you leveraged a social trend for your business.	Repost the video to TikTok and Instagram Reels with new captions.	#BehindtheScenes #ContentCreation #SocialMediaTrends #SocialMediaForBusiness #TrendingContent

	for your business, and how did you make it happen?			
Happy Holidays Live - Ask your founder or a team member to go live on TikTok with an update for the holiday season.	December 15 - Happy Holidays Live We're halfway through December and the holidays are fast approaching (seriously, has time just sped up all of a sudden?!). So, we're unleashing [founder] on you all to answer some of our most commonly asked questions about [brand] this holiday season – from [her/his/their] top gift recommendations to how we prepare for the silly season. Give us your Qs and you might get lucky!	Ask your founder or a team member to go live on TikTok with an update for the holiday season.	Save down the video and repost it to your Instagram Reels.	#FestiveSeason #HolidaySeason #HappyHolidays #HolidayQandA
Festive Giveaway - Celebrate the silly season by running a giveaway on your Instagram feed.	December 16 - Festive Giveaway Sort your Christmas gifts or treat yourself this holiday season – it's time for a giveaway! Just call us Santa's elves. ✨ [1 line about what you're giving away.] To enter, make sure you're following us, then simply share this post to your Instagram Story! We'll be drawing the winner at random on [date]. Good luck!	Celebrate the silly season by running a giveaway on your Instagram feed.	Share it to your Stories and other channels for a reach boost.	#HolidayGiveaway #FestiveGiveaway #ProductGiveaway #ShareandWin
Our Latest Blog Post - Encourage your audience to read your latest blog by sharing it to your Instagram Stories.	December 17 - Our Latest Blog Post Our latest blog post is a total stunner, packed with heaps of awesome info about [product and/or topic]! [3 quick-fire callouts from the blog.] Head to the link in our bio to give it a read and up the ante on your [topic] knowledge. 📝	Encourage your audience to read your latest blog by sharing it to your Instagram Stories.	Create a hook-y TikTok video calling out key points from the blog to drive traffic.	#NewBlog #OnTheBlog #ProductTips #NewBlogPost
Festive Would You Rather - Run a funny, holiday-themed 'would you rather' using polls on Instagram Stories.	December 18 - Festive Would You Rather Gift wrapping or gift bag? Milk and cookies for Santa, or carrots for the reindeer? Old school classics or modern carols? These are just some of the questions we've got for you in our latest would you rather: festive edition! 🧑🏻	Run a funny, holiday-themed 'would you rather' using polls on Instagram Stories.	Create a series of similar posts on LinkedIn with different questions.	#HolidayGame #WouldYouRather #FestiveSeason #HolidayPoll

	[5-6 polls with fun, engaging questions.]			
Gift Wrap With Us - Host a Q&A on Instagram Live with your team while you gift wrap presents!	December 19 - Gift Wrap With Us Putting off wrapping your holiday gifts? Uh, same... but today's the day! 📺 Grab your presents and some paper, find a comfy spot, and let's gift wrap together. Feel free to ask us anything – we'll be answering a bunch of questions throughout the Live to keep the vibes high!	Host a Q&A on Instagram Live with your team while you gift wrap presents!	Save the video, cut up the best bits, and share them to TikTok.	#HolidayQandA #BrandQandA #AskUsAnything #FestiveSeason
Ugly Christmas Sweater Day - Take a photo of your team wearing their ugly Christmas sweaters and post it to LinkedIn.	December 20 - Ugly Christmas Sweater Day Christmas wouldn't be the same without traditions, and one of our faves is Ugly Christmas Sweater Day! We asked (read: forced) the [brand] team to turn out their best *lewks* in celebration. How do you think we did – and whose sweater takes home the gold? 🏆	Take a photo of your team wearing their ugly Christmas sweaters and post it to LinkedIn.	Share the photo to your Instagram Stories.	#UglyChristmasSweaterDay #ChristmasSweater #FashionGoals #BehindtheScenes #ChristmasOutfits
First Day of Winter - Share what your team is doing on the first day of winter in a series of Instagram Stories.	December 21 - First Day of Winter Brrrrr... it's cold in here! ❄️ We're saying farewell to fall and welcome to winter today as the Winter Solstice officially begins. While we'll miss the crunchy leaves and pumpkin spice vibes, we're looking forward to [2-3 wintry things you're celebrating/enjoying]. What's your favorite season?	Share what your team is doing on the first day of winter in a series of Instagram Stories.	Use some of the same images to curate a TikTok Photo Mode post.	#WinterSolstice #WelcomeWinter #FirstDayOfWinter #DecemberUpdates
Holiday Season Meme - Post a funny meme about the holidays to your Instagram feed.	December 22 - Holiday Season Meme This is TOO real... seriously, the 2024 holiday season has got us good. 😂 While we love Christmas, Hanukkah, and all that comes with the silly season, we're secretly looking forward to a fresh start on January 1st (and for some of this madness to be behind us!). Send this to a friend or colleague who	Post a funny meme about the holidays to your Instagram feed.	Share the post to your Instagram Story to amplify reach.	#HolidayMeme #FestiveMeme #Relatable #HolidaySeason #Christmas2024

	just gets it.			
Unboxing a New Product - Create an Instagram Reel of the team unboxing and reacting to a top-secret new product!	December 23 - Unboxing a New Product Something new is about to hit the [brand] line-up... so let's unbox it together! Excited is a HUGE understatement... just ask [team member]. 🤖 While we can't tell you exactly what we've been cooking up just yet, you'll find some sneaky clues throughout this video. Any guesses?	Create an Instagram Reel of the team unboxing and reacting to a top-secret new product!	Design an Instagram feed tile teasing the new product's launch.	#NewProduct #TopSecret #ProductLaunch #2025Release #Unboxing
Christmas Eve Countdown - Make a 'countdown to Christmas' video for TikTok using a trending sound.	December 24 - Christmas Eve Countdown It's beginning to look a lot like Christmaaasssss... Eve! There's less than 24 hours to go 'til Santa arrives – and no one is counting down with more excitement than our team at [brand]! Activities include (but are not limited to) cookie baking, last-minute gift wrapping, singing carols, and watching our fave Christmas movies. If you're celebrating Christmas this year, what are your Christmas Eve plans?	Make a 'countdown to Christmas' video for TikTok using a trending sound.	Count down to the big day on your Instagram Stories with regular check-ins from the team.	#OneMoreSleep #ChristmasEve #Christmas2024 #HolidaySeason #HappyHolidays
Christmas Day and Start of Hanukkah - Wish your audience a Merry Christmas and Happy Hanukkah using an Instagram feed graphic.	December 25 - Christmas Day and Start of Hanukkah Merry Christmas and happy first day of Hanukkah to our wonderful [brand] community! We hope today is full of yummy food, your people, meaningful gifts, and max relaxing. 🌲🕯️	Wish your audience a Merry Christmas and Happy Hanukkah using an Instagram feed graphic.	Amplify your well-wishes by reposting the graphic to Facebook and LinkedIn.	#MerryChristmas #HappyHanukkah #Christmas2024 #Hanukkah2024 #HappyHolidays
Boxing Day Discount Code - Share a tile on Facebook with an exclusive Boxing Day discount code.	December 26 - Boxing Day Discount Code Our Boxing Day sale is now LIVE! If you've been saving your pennies this holiday season, or Santa has graciously gifted you a couple of extra bucks, now's the perfect time to spend 'em.	Share a tile on Facebook with an exclusive Boxing Day discount code.	Boost the code by sharing to Instagram and Facebook Stories.	#DiscountCode #BoxingDay #EndOf2024Sale #HappyBoxingDay

	[1 line about sale mechanism – what’s on sale, what is the discount, etc.] To say thanks for supporting us on socials this year, use [code] to take an extra [discount] off your total at checkout!			
Winter Warmer Drink Recipe - Ask one of your team members to film a TikTok video of them making their favorite winter warmer drink!	December 27 - Winter Warmer Drink Recipe Christmas may be over, but winter has just begun, and we’re relishing this colder weather! If you’re looking for the perfect ‘beveragino’ to kick off the snowy season, [team member], our [role], has a winner for you. Keep watching for the recipe and method! Cheers! 🥂	Ask one of your team members to film a TikTok video of them making their favorite winter warmer drink!	Save the video and share it to Instagram Reels with a new caption.	#DrinkRecipe #WinterWarmer s #WinterDrinkRe cipe #DrinkTutorial #DecemberReci pes
UGC of the Year - Show off some of the very best bits of UGC for your brand in 2024 on Instagram Stories.	December 28 - UGC of the Year One of the best bits of 2024 has been seeing you, our beautiful [brand] community, go all in on our products. The pics and videos we’ve received from you this year are unmatched – just like our reactions every time that ‘tagged’ notification pops up here on Instagram! Whether you’re a new follower or an OG, sit back and relax while we show off some of the very best [brand] content we received in 2024. 👉	Show off some of the very best bits of UGC for your brand in 2024 on Instagram Stories.	Turn the UGC into a TikTok video.	#UserGenerated Content #UGCSpotlight #UGCCreators #ProductShots
2024 Successes - Reflect on the year’s successes for your brand in a LinkedIn text post.	December 29 - 2024 Successes 2024 has been a huge year for [brand], complete with a healthy dose of highs, lows, wins, and challenges. Each year, we prioritize reflecting on what we’ve learned and what we’ve been able to accomplish. This year, we thought we’d share some of those insights with you! [List out 4-5 key reflections from the year that was as it pertains to your overall business operations and goals.] Now, we want to hear from you. Tell us	Reflect on the year’s successes for your brand in a LinkedIn text post.	Use your LinkedIn post caption as a thought starter for a TikTok video script.	#2024Wins #YearInReview #2024WrapUp #2024Reflection

	your biggest win from 2024 in the comments!			
Team New Year's Resolutions Video - Interview your team members about their 2025 resolutions and turn the footage into a TikTok video.	December 30 - Team New Year's Resolutions Video A new year wouldn't be complete without a few resolutions... even if they're forgotten about by February! To keep our [brand] gang accountable, we thought we'd let you in on our resolutions – some of which are more serious than others! 😊 What are you aiming to accomplish in 2025?	Interview your team members about their 2025 resolutions and turn the footage into a TikTok video.	Publish the same video with a different caption to Instagram Reels.	#NewYearsResolutions #NewYearsEve #2025Resolutions #OfficeInterviews #MeetTheTeam
Year in Review - Create a highlight reel-style video for Instagram Reels showcasing top moments from 2024.	December 31 - Year in Review What a year! We could almost shed a tear while reminiscing... scratch that, we already have! 😊 2024, like any year, was full of ups and downs – but it's safe to say that our amazing accomplishments at [brand] trump all the low moments. We're so proud of our team and what this business has become over the course of the year! Here's to our best year yet: 2025! 🎉	Create a highlight reel-style video for Instagram Reels showcasing top moments from 2024.	Publish the same video to TikTok with a new caption.	#YearInReview #2024InReview #2024WrapUp #YearlyWrapUp #NewYearsEve