



Twelve days of Aussie Christmas social content ideas

When it came to gathering my Christmas marketing ideas, I could find lots of content with pinecones, ugly Christmas jumpers and snow flakes but they just didn't resonate with me.

My best Christmas memories included swimming in the pool with my cousins, setting our songbook on fire at Carols by Candlelight and eating Nanna's pavlova.

We've created 12 Days of Aussie Christmas Content to help make your Christmas social media campaign easy.

So, enjoy! Feel free to make it your own and include personal traditions that resonate with your family.

1 Show us your Christmas tree

Take a photo of your tree and share it with us in the comments!

2 Christmas Carols

We love Carols by Candlelight! What's not to love about setting the songbook on fire with your candle, glowstick chains around your neck, sausage sangas and a can of Coke, Santa turning up on a fire-truck with bags of lollies, copious amounts of Aerogard and the drive-by Christmas light hunt on the way home? Tag a friend who's joining you for carols this year.

3 Pavlova

Is it really Christmas if you don't have a pavlova on the table smothered in cream, strawberries and kiwifruit?? Who's bringing the pav for Christmas lunch?

4 Presents for pets (TIP: try this as a poll)

Do you spoil your pet at Christmas? What will they find under the tree this year?

- Outfit
- Treat
- Toy
- Bed
- Collar

5 Dear Santa, I can explain (TIP: try this as a poll)

Which list will you be on this year?

- Naughty
- Nice

6 Prawns (TIP: try this as a poll)

Prawns make a customary appearance on many Christmas dinner tables, but who's left to deal with the stinky shells? What's your Christmas Day seafood of choice?

- Prawns
- Lobster
- Fish
- Oysters

7 Asleep on the couch (TIP: try this as a poll)

Let's face it. The post-Christmas lunch nap is a necessity. Who's most likely to be the first asleep on the couch on Christmas Day?

- Dad
- Grandad
- Uncle
- Nanna
- Mum

8 Christmas lights (TIP: try this as a poll)

The debate has raged for years, so we're trying to find a definitive answer to the question. Christmas lights should be:

- White
- Coloured

9 Favourite Christmas memory

Leave us a comment and tell us—what's your favourite Christmas memory?

10 Christmas opening hours

To help you get your shopping done, we've extended our opening hours in December. Our opening hours are xam-ypm on date. If you have any questions, call us in-store on xyz.

11 We're closed for the Christmas break

Thanks for visiting but we're currently enjoying the Christmas holidays! We'll be open for business from xxx. Merry Christmas from all of us.

12 Merry Christmas

We want to wish you and your family a Merry Christmas and Happy New Year. May this festive season fill your home with laughter, your heart with love and your life with joy.

And a bonus... Happy New Year!

Happy New Year! 12 new chapters. 365 fresh chances. What's ONE thing you are excited about this year?



Social content calendar

We've included a Social Media Calendar template to make your Christmas campaign stress-free.

Just print this page, write in the content you want to post and schedule away to your heart's content. It's that easy!

December

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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