

The Holiday Guide to Social Media for Retailers

Social media plays a key role in promoting your small business throughout the holiday season. Lucky for you, we have some tips to ensure your efforts are successful!



We recommend being active on **Facebook** and **Instagram**. Holiday season or not, these social media platforms are great for small business retailers. If you have help or extra time on your hands, **Twitter** is also an excellent platform for SMBs.

Activity

If you're new to social media, you may be wondering how active you should be on each platform during the holiday season. This time of year, consumers are looking to social media for exclusive deals, storewide sales, and product releases. Wherever they're searching, you want to make sure your small business is present.

On Facebook and Instagram, best practice is to post once per day. You can get away with posting twice in one day on these platforms, but make sure the content is valuable and engaging, and that there's enough time between posts.

If you're full of holiday spirit and have a lot to share, you can take some of your additional content to stories. On both Facebook and Instagram, you can add photos and videos to your story, which will disappear 24 hours after publishing. You can add as much as you want to your stories, but make sure what you're sharing is worthwhile so viewers don't just click through them.

If you have an exciting seasonal announcement, a new product demonstration to share, or want to give a tour of your decorated storefront, try going live! Your followers will be notified when you do, making it easier for them to join you in real time.

Twitter is much more time-sensitive and fast-paced, so you can tweet multiple times per day on the platform. Don't blast out pointless content just for the sake of doing so, though – a high tweet volume is only effective if the content itself is engaging.

As mentioned, the holiday season is extremely competitive for retailers. If you're going to commit to a social media platform, make sure you're ready for its level of activity.

Post Content

Post copy and captions that reel people in, yet get straight to the point, are the most effective on social media. Keep it short and sweet, but make sure it's catchy – otherwise, users will keep on scrolling.

Facebook and Instagram have large character counts, but that doesn't mean you should take up all of that space. Twitter's character count is 280, so you have to get creative with what you've got.

When it comes to visuals, avoid stock photography if you can. Make sure the images you post are engaging and authentic. Take photos of your team members, your storefront, and products – and don't be afraid to get into the holiday spirit! Social media users are tired of seeing branded and promoted content, so don't hesitate to keep it real.

Not sure where to begin? Here are some social media post ideas:

Planning a holiday party? Now's the time to stock up on beverages! 🍷
From December 1 - 10, enjoy 20% OFF all bottles of wine and craft beer.

IMAGE SUGGESTION: photo of top-selling bottles in your shop

Treat the cigar aficionado in your life! 🎁 For the entire month of November, you can mix and match 8 cigars for 10% off your total purchase.

IMAGE SUGGESTION: a few photos of cigars that qualify for promotion

We all have a friend who has too many plants... but it's the season of giving, so why not ~give in~ to their addiction?

IMAGE EXAMPLE:



Graphics

We highly recommend [Canva](#) for small businesses, as it's a free and simple tool you can use to create effective graphics.

With Canva, you can simply click on the platform you're designing a graphic for. If you're using a different program to create graphics, here are some of the basic image sizes you can create for your posts.

Twitter
1600 x 900 px

Instagram
1080 x 1080 px

Facebook
1200 x 829 px
940 x 788 px

Instagram and Facebook are pretty flexible when it comes to image sizes, so if you're simply uploading photos of products, your team, or storefront, etc., you can typically leave them alone. However, if you're creating graphics with text on them, stick to the recommended image sizes to ensure they can be read and words aren't cut off.

Hashtags

Hopping on trending topics is a great year-round strategy, but there are huge opportunities during the holidays. There may be hashtags like **#holidayseason** or **#happyholidays** trending this time of year, of course, but you'll want to do a bit of research.

Twitter shows you exactly what's trending, while Facebook and Instagram require a bit more digging. If you start to create a post on either platform and type out a hashtag, you'll be able to see how many posts have used it, along with other related hashtags. Don't be afraid to do some competitive research and see what other small business retailers are using, too! Using hashtags helps you join important conversations and be more visible to users who aren't following you directly.

We hope this mini holiday social media guide helps you promote your small retail business throughout the most wonderful time of the year. Happy holidays!