



NOVEMBER CONTENT IDEAS

CALENDAR FOR SMALL BUSINESSES IN SOUTH AFRICA



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NOVEMBER 1 - WELCOME NOVEMBER POST

Kick off the month by sharing your business goals and any special promotions or events coming up.

NOVEMBER 5 - GUY FAWKES DAY

Engage your audience with safety tips for fireworks or share a brief history of why the day is observed in South Africa.

NOVEMBER 11 - SINGLES' DAY

Though originally a Chinese holiday, leverage this day to promote special deals for singles or an anti-Valentine's day theme which is gaining popularity globally.

NOVEMBER 14 - WORLD DIABETES DAY

Share healthy living tips or promote products/services that cater to health-conscious consumers.

NOVEMBER 16 - INTERNATIONAL DAY FOR TOLERANCE

Emphasize the importance of diversity and tolerance within the community and your business values.

NOVEMBER 20 - UNIVERSAL CHILDREN'S DAY

Promote children's products or family-friendly services with special offers.

NOVEMBER 25 - BLACK FRIDAY

Start teasing your Black Friday deals early in the month, building up to a major sales event on this day.

NOVEMBER 28 - CYBER MONDAY

Continue the momentum from Black Friday with online-only deals, perfect for your e-commerce operations.

THROUGHOUT NOVEMBER - MOVEMBER AWARENESS

Engage with your audience about men's health issues by participating in Movember, encouraging your team or customers to grow a mustache and share posts related to men's health.

WEEKLY THEMES

FIRST WEEK: SPRING INTO SUMMER

- Highlight seasonal products or services that cater to the warmer weather, outdoor activities, or holiday preparations.

SECOND WEEK: LOCAL LOVE

- Focus on local collaborations, spotlighting suppliers, and community initiatives. Encourage support for local businesses and products.

THIRD WEEK: CUSTOMER SPOTLIGHT

- Share customer testimonials and stories, especially highlighting how your products or services have improved their lives.

FOURTH WEEK: HOLIDAY PREP

- Provide tips and ideas for preparing for the holiday season, whether through decorating, recipes, or stress management.

DAILY THEMES

MOTIVATION MONDAYS:

- Share a motivational quote or a success story from within your business or community to inspire your audience.

TIP TUESDAYS:

- Offer useful tips related to your products or services, such as summer health tips, gift ideas, or home improvement projects for the holidays.

WELLNESS WEDNESDAYS:

- Focus on wellness tips that cater to both physical and mental health, considering the upcoming holiday stress.

THROWBACK THURSDAYS:

- Share the history of your business or customer stories from the past that show growth or happy memories.

FEATURE FRIDAYS:

- Highlight a product, service, or employee each week, offering insights or behind-the-scenes looks at your business.

SOCIAL SATURDAYS:

- Encourage interaction by featuring user-generated content, running polls, or asking for feedback on your products/services.

SELF-CARE SUNDAYS:

- Remind your audience of the importance of taking time for themselves, especially as the busy holiday season approaches

This tailored calendar should help your business engage effectively with the South African market by focusing on local themes and relevant content that speaks directly to your audience's interests and cultural context.

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