



November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4 20% of shoppers - and 37% of Gen Zers - say Instagram will be their #1 source of holiday shopping inspiration	5	6 SYL Performance Live: 11 AM	7	8 SYL Holiday Giveaway Begins!	9
10	11	12 Post your fall entertainment faves!	13	14 Online holiday shopping reached \$126 billion in 2018.	15 Black Friday is coming! Pick a few themes to focus on (ex: winter outfits, living room decor)	16
17	18 Poll your audience to see what they're interested in shopping this holiday season.	19	20 We'll start sending out Black Friday preview emails - keep an eye out!	21	22	23 Days between Thanksgiving - Cyber Monday account for 19.2% of total online retail revenue during the holidays
24 Remember to prep your Black Friday posts BEFORE you get caught up with cooking or entertaining!	25	26 December content prep: start adding links on the SYL platform	27 Tuesday and Wednesday of this week are huge shopping days - shoppers aren't waiting for Black Friday!	28 Thanksgiving	29 Black Friday	30 Small Business Saturday



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# December

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Make sure Cyber Monday posts are prepped!	2 <b>Cyber Monday</b> Average discount on Cyber Monday is 29%	3	4	5 52% of digital orders will come from a mobile device.	6	7
8	9 <b>Green Monday</b> - one of the biggest shopping days in December	10	11 Post your holiday entertaining links - there's still time for shoppers to get them shipped.	12	13 <b>Last Day to Ship UPS Ground packages for some destinations</b>	14 Don't stop posting! Many shoppers will buy online and pickup in store through the next week.
15 The lowest day for online sales is December 24, so organize your final holiday posts for this week!	16 <b>SYL Holiday Giveaway Winner Announced!</b>	17	18	19 Stores offering in store pickup will see 28% higher revenue share during the last 5 days of the season.	20	21 This is a huge shopping day - people can order online and pickup in store before the holiday.
22 <b>Hanukkah Starts</b>	23 <b>Last Day to Ship UPS Next Day Air</b>	24 <b>Christmas Eve</b>	25 <b>Christmas Day</b>	26	27 Prep for NYE content - last minute festive outfits and accessories!	28
29 Retail sales are expected to top \$1.1 trillion this season.	30 <b>Hanukkah Ends</b>	31 <b>New Year's Eve</b>				



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# January

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 New Year's Day	2 Post your fave fitness finds for your followers with New Year's Resolutions.	3	4
5	6 Get organized! Try posting organization and house-keeping links for followers doing a January cleanout.	7	8	9	10	11
12	13	14	15	16	17 Keep an eye out for MLK Day sales and prep your links this weekend.	18
19	20 MLK Day	21	22	23	24	25
26	27	28	29	30	31	



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