

# Chocolat on James - 8-Week Social Media Content Calendar

**October 13 - December 8, 2025**

**Platform:** Instagram (primary), Facebook (cross-post)

**Manager:** Tory

**Posting Schedule:** Monday, Wednesday, Friday, Saturday

**Time:** Post between 10am-2pm or 5pm-7pm for best engagement

---

## CONTENT THEMES

**Monday:** Behind-the-Scenes / Production

**Wednesday:** Product Spotlight

**Friday:** Community / Local Love

**Saturday:** User-Generated Content / Customer Stories

---

## WEEK 1: October 13-19, 2025

**Monday, Oct 13** - Behind-the-Scenes

- **Content:** Video/photo of Dan making truffles
- **Caption:** "Monday motivation starts in the chocolate kitchen 🍫 Handcrafting your favorite truffles fresh every week. What flavor should we make next? Comment below! #BehindTheScenes #HamiltonChocolate #ChocolatOnJames"
- **Hashtags:** #ChocolatOnJames #HamiltonOntario #JamesStreetNorth #ArtisanChocolate #HandmadeChocolate #HamOnt #ShopLocal

**Wednesday, Oct 15** - Product Spotlight

- **Content:** Close-up photo of seasonal truffles
- **Caption:** "Fall flavor alert! 🍂 Our Pumpkin Spice and Maple Pecan truffles are here for a limited time. Stop by this week before they're gone. Open Mon-Sat 10-6, Sun 11-5. 📍 James Street North, Hamilton"
- **Hashtags:** #FallFlavors #PumpkinSpice #TruffleLovers #HamiltonEats #DowntownHamilton

### Friday, Oct 17 - Community

- **Content:** Photo of storefront or neighboring brewery
- **Caption:** "Happy Friday, James Street North! ❤️ We love being part of this amazing community. Shoutout to our neighbors @[brewery] – have you tried their latest brew? Tag your favorite JSN spot below! 🍷🍷 #CommunityLove #JamesStreetNorth"
- **Hashtags:** #JSN #HamiltonCommunity #SupportLocal #ShopLocalHamilton

### Saturday, Oct 19 - Customer Story

- **Content:** Repost customer photo (ask permission) or create post asking for tags
  - **Caption:** "We LOVE seeing your chocolate moments! 📸 Tag us @chocolatonjames in your photos for a chance to be featured. What's your go-to treat from our shop? 🍫💕"
  - **Hashtags:** #CustomerLove #ChocolateLovers #HamiltonChocolate
- 

## WEEK 2: October 20-26, 2025

### Monday, Oct 20 - Behind-the-Scenes

- **Content:** Photo of ingredients or chocolate tempering process
- **Caption:** "The magic starts here ✨ Premium Belgian chocolate, fresh cream, and a whole lot of love. Every truffle is handcrafted in small batches right here on James Street. #ChocolateMagic #ArtisanProcess"
- **Hashtags:** #HowItsMade #BelgianChocolate #HandcraftedQuality #HamiltonMade

### Wednesday, Oct 22 - Product Spotlight

- **Content:** Photo of chocolate-covered items (Oreos, pretzels, etc.)
- **Caption:** "Did you know we chocolate-cover just about anything? 🍫 Oreos, pretzels, sour keys, chips, and more. What should we dip next? Drop your wildest ideas below! 🙌"
- **Hashtags:** #ChocolateCovered #SweetTreats #ChocolateLovers #HamiltonTreats

### Friday, Oct 24 - Community

- **Content:** Feature a local customer or business
- **Caption:** "Shoutout to all our amazing regulars! Your support means everything to this small business. Thank you for choosing local. Who's your favorite Hamilton small business? Let's spread the love! 💛🍫"
- **Hashtags:** #SmallBusinessLove #ShopLocal #HamiltonSmallBusiness #SupportLocal

### Saturday, Oct 26 - Customer Story

- **Content:** Photo of someone giving/receiving chocolate as a gift
  - **Caption:** "Chocolate makes every moment sweeter 🍫 Whether it's a birthday, anniversary, 'just because,' or even sympathy gift—we've got you covered. What occasion are you celebrating this week?"
  - **Hashtags:** #GiftIdeas #ChocolateGifts #ThoughtfulGifts #HamiltonGifts
- 

## WEEK 3: October 27 - November 2, 2025

### Monday, Oct 27 - Behind-the-Scenes

- **Content:** Video of ice cream being scooped or soft-serve swirl
- **Caption:** "Not just chocolate! 🍦 Our house-made ice cream is the perfect fall treat. Yes, even in October. Who says ice cream is only for summer? Stop by for a scoop (or two). #IceCreamLovers"
- **Hashtags:** #HouseMadeIceCream #HamiltonIceCream #FallTreats #ChocolatOnJames

### Wednesday, Oct 29 - Product Spotlight

- **Content:** Photo of gift baskets
- **Caption:** "🎁 Corporate gifting season is HERE! Pre-order your holiday gift baskets by Nov 15 and save 10%. Perfect for clients, employees, and partners. DM us or call [phone] to customize your order. #CorporateGifts"
- **Hashtags:** #CorporateGifting #HolidayGifts #BusinessGifts #HamiltonBusiness #ClientGifts

### Friday, Nov 1 - Community

- **Content:** Halloween-themed post or photo
- **Caption:** "Happy Halloween from our chocolate family to yours! 🎃🍬 Did you know chocolate was the #1 Halloween candy? We're open today until 6pm if you need last-minute treats! #HappyHalloween"
- **Hashtags:** #Halloween #HalloweenCandy #TrickOrTreat #HamiltonHalloween

### Saturday, Nov 2 - Customer Story

- **Content:** Ask customers to share their Halloween chocolate haul
  - **Caption:** "How was your Halloween? 🍬 Did any of our chocolates make it into your candy haul? Share your photos and tag us! #HalloweenRecap"
  - **Hashtags:** #HalloweenTreats #ChocolateHaul #CandyLovers
-

## WEEK 4: November 3-9, 2025

### Monday, Nov 3 - Behind-the-Scenes

- **Content:** Dan's face or staff spotlight
- **Caption:** "Meet Dan! 🙋 New owner, long-time Hamiltonian, and your new favorite chocolatier. I bought Chocolat on James because I believe in this community and incredible artisan chocolate. Here's to the next chapter! 💎❤️"
- **Hashtags:** #MeetTheOwner #NewBeginnings #HamiltonEntrepreneur #LocalOwner

### Wednesday, Nov 5 - Product Spotlight

- **Content:** Photo of truffles assortment
- **Caption:** "Truffle lovers, this one's for you 💎 Our signature truffle collection features 12+ flavors handcrafted daily. From classic dark chocolate to adventurous flavors—there's something for everyone. What's your favorite flavor?"
- **Hashtags:** #TruffleLife #ArtisanTruffles #ChocolateTruffles #GourmetChocolate

### Friday, Nov 7 - Community

- **Content:** Tag local business or create "Taste of Hamilton" concept
- **Caption:** "Imagine this: craft beer from @[brewery], specialty coffee from @[coffee shop], and our artisan chocolate. The ultimate Hamilton gift box! 🍷☕️🍫 Would you buy this? Let us know! #TasteOfHamilton"
- **Hashtags:** #HamiltonPride #LocalCollaboration #JamesStreetNorth #HamiltonMade

### Saturday, Nov 9 - Customer Story

- **Content:** Repost or create collage of customer reviews
  - **Caption:** "Your words make our day! ❤️ Thank you to everyone who's left us a review. If you love Chocolat on James, we'd be so grateful if you'd share your experience on Google. Link in bio! 💎⭐️"
  - **Hashtags:** #CustomerReviews #FiveStars #ThankYou #HamiltonReviews
- 

## WEEK 5: November 10-16, 2025

### Monday, Nov 10 - Behind-the-Scenes

- **Content:** Video of chocolate being dipped or poured
- **Caption:** "Mesmerizing Monday 😍 Watch that silky smooth chocolate glide. This is the art behind every chocolate-covered treat we make. Sound on for the ASMR vibes! 💎⭐️"
- **Hashtags:** #ChocolateASMR #SatisfyingVideo #ChocolateMaking #FoodASMR

### Wednesday, Nov 12 - Product Spotlight

- **Content:** Photo of chocolate sponge toffee
- **Caption:** "Have you tried our famous chocolate sponge toffee? 🍪🍫 Crunchy, sweet, and completely addictive. It's a Hamilton favorite for a reason. Grab a bag this week! #SpongeToffee"
- **Hashtags:** #SpongeToffee #HamiltonFavorite #ChocolateCrunch #SweetTooth

### Friday, Nov 14 - Community

- **Content:** Remembrance Day tribute (if appropriate timing)
- **Caption:** "Remembering and honoring. 🍁 Lest we forget. Our shop will be closed Nov 11 for Remembrance Day. #RemembranceDay"
- **Hashtags:** #RemembranceDay #LestWeForget #HamiltonCommunity

### Saturday, Nov 16 - Customer Story

- **Content:** Customer testimonial or story
  - **Caption:** "Meet Sarah! She's been a customer for 8 years and says our truffles are 'better than Paris.' 🇫🇷🍫 We love our regulars! Do you have a favorite memory from Chocolat on James? Share below! 👉"
  - **Hashtags:** #CustomerSpotlight #RegularCustomers #ChocolateStories
- 

## WEEK 6: November 17-23, 2025

### Monday, Nov 17 - Behind-the-Scenes

- **Content:** Holiday prep in the kitchen
- **Caption:** "Holiday mode: ACTIVATED 🎄 We're gearing up for our busiest season! Custom orders, corporate gifts, and festive flavors coming soon. Pre-order by Nov 30 to guarantee your holiday chocolate! #HolidayPrep"
- **Hashtags:** #HolidayBaking #ChristmasPrep #HolidayGifting #BehindTheScenes

### Wednesday, Nov 19 - Product Spotlight

- **Content:** Photo of holiday-themed chocolates or gift options
- **Caption:** "🎁 Holiday Gift Guide Alert! Can't decide? We've got you covered:
  - Under \$25: Chocolate bar + truffle bag
  - Under \$50: Small gift basket
  - Under \$100: Premium assortment
  - \$100+: Custom corporate giftsOrder by Nov 30 for guaranteed holiday delivery! DM or call to order."

- **Hashtags:** #HolidayGiftGuide #ChristmasGifts #GiftIdeas #HolidayShopping

#### Friday, Nov 21 - Community

- **Content:** Thanksgiving theme
- **Caption:** "Grateful for this community, our incredible customers, and 11 years on James Street North. 🧡🍂 What are you thankful for this year? #Thanksgiving #Gratitude"
- **Hashtags:** #Thanksgiving2025 #ThankfulThursday #HamiltonCommunity #Gratitude

#### Saturday, Nov 23 - Customer Story

- **Content:** Photo of chocolate as a host gift
- **Caption:** "PSA: Chocolate is ALWAYS the perfect host gift 🍫🎁 Heading to a Thanksgiving dinner? Grab a box of truffles on your way! We're open today 11-5. #HostessGift"
- **Hashtags:** #HostGift #ThanksgivingGift #GiftEtiquette

### WEEK 7: November 24-30, 2025

#### Monday, Nov 24 - Behind-the-Scenes

- **Content:** Video of team working or holiday production
- **Caption:** "All hands on deck! 🙌 Our team is working hard to make your holiday season extra sweet. Thank you for supporting our small business. Every order means the world to us! 💎❤️"
- **Hashtags:** #SmallBusinessSeason #HolidayHustle #TeamWork #BehindTheScenes

#### Wednesday, Nov 26 - Product Spotlight

- **Content:** Photo showcasing all gift basket tiers
- **Caption:** "LAST CALL for pre-orders! 🎅 Order your corporate holiday gifts by Nov 30 to guarantee delivery. We have 3 tiers:  
 🎁 Classic - \$75  
 🎁 Premium - \$150  
 🎁 Executive - \$250  
 DM or call [phone] to order now!"
- **Hashtags:** #CorporateGifting #HolidayDeadline #LastCall #BusinessGifts

#### Friday, Nov 28 - Community

- **Content:** Black Friday / Small Business Saturday promo
- **Caption:** "Skip the big box stores! 🛍️ This weekend, shop small and support local Hamilton businesses. We're open Sat & Sun with special holiday treats. Let's keep Hamilton thriving! 🧡 #SmallBusinessSaturday"

- **Hashtags:** #SmallBusinessSaturday #ShopLocal #BlackFriday #SupportSmallBusiness

#### **Saturday, Nov 30 - Customer Story**

- **Content:** Customer unboxing or gift photo
  - **Caption:** "The joy of giving 🎁✨ There's nothing like seeing someone's face light up when they receive chocolate. Share your gifting moments with us! Tag @chocolatonjames in your photos."
  - **Hashtags:** #GiftGiving #ChocolateGift #UnboxingJoy #HolidayMagic
- 

### **WEEK 8: December 1-7, 2025**

#### **Monday, Dec 1 - Behind-the-Scenes**

- **Content:** Holiday decorations in shop or festive setup
- **Caption:** "December 1st and we're feeling FESTIVE! 🎄🍫 The shop is decked out and ready for the holidays. Stop by for hot cocoa, holiday truffles, and all the cozy vibes. #December1st"
- **Hashtags:** #ChristmasVibes #HolidayDecor #FestiveSeason #CozyVibes

#### **Wednesday, Dec 3 - Product Spotlight**

- **Content:** Photo of peppermint or holiday flavors
- **Caption:** "Holiday flavors are HERE! 🎅🍷 Peppermint bark, gingerbread truffles, eggnog cream... which one are you trying first? Limited time only! #HolidayFlavors"
- **Hashtags:** #ChristmasChocolate #HolidayTreats #PeppermintBark #SeasonalFlavors

#### **Friday, Dec 5 - Community**

- **Content:** Hamilton holiday event or lights
- **Caption:** "Have you seen the James Street North holiday lights yet? ✨ Stop by for chocolate and take a stroll through our beautiful neighborhood. Hamilton does Christmas RIGHT! 🎄❤️"
- **Hashtags:** #HamiltonChristmas #JamesStreetLights #HolidayLights #HamOnt

#### **Saturday, Dec 7 - Customer Story**

- **Content:** Countdown graphic or advent calendar idea
  - **Caption:** "18 days until Christmas! 🎁 Have you finished your holiday shopping? We're here to help with last-minute gifts that everyone will love. Open 7 days a week through Dec 23! 🍫🎄"
  - **Hashtags:** #ChristmasCountdown #HolidayShopping #LastMinuteGifts #ChristmasGifts
-



## POSTING BEST PRACTICES

**DO:** ✓ Use high-quality photos (natural light, clean backgrounds)

✓ Tag your location (Hamilton, James Street North)

✓ Engage with comments within 24 hours

✓ Use 20-30 hashtags per post (mix popular + niche)

✓ Post consistently (same days, similar times)

✓ Tell stories, not just sell products

✓ Show Dan's face and personality (people buy from people)

✓ Repost customer content (with permission)

✓ Cross-post to Facebook

**DON'T:** ✗ Use blurry or dark photos

✗ Over-edit photos (keep it authentic)

✗ Post and ghost (respond to comments!)

✗ Only post sales content (mix it up)

✗ Forget to proofread captions

✗ Ignore negative comments