

Cambridge Holiday 2025 Social Media Toolkit

This holiday season, the City is partnering with local businesses and business associations to encourage residents and visitors to shop local!

In this toolkit, we have provided sample text, graphics, and social media posts that you can incorporate into your business's upcoming promotional campaigns.

Thank you for joining us in supporting small businesses this holiday season!

Social Media Campaign

Below are sample campaigns and captions for your business' Facebook, Instagram and X platforms.

Tips:

- Don't be afraid to make it personal to your business and neighborhood – spotlight your employees, talk about what shopping local means to you, or share stories of your customers!
- Pair these captions with a high-quality photo or a short video to increase engagement and remember to include image descriptions to keep your content accessible.
- Encourage interaction with your followers with likes, comments, and reposts.

You can also combine the caption with hashtags, like the ones below:

- #ShopCambMA
- #SmallBizSaturday
- #ShopLocalCambridge

Goal: Increase awareness and engagement with your business on social media by leveraging Small Business Saturday and the Holiday Season

Campaign Objectives

Platform	Primary Goal	Strategy
Facebook (FB)	Build awareness and drive community participation	Long-form storytelling, local event promotion, sharing partner posts, boosting reach via local groups
Instagram (IG)	Inspire and engage visually	Reels (short-form videos), Stories (24-hour photos), carousels (multiple photos) showing people, products, and places

X (formerly Twitter)	Real-time engagement and awareness	Short, timely updates, countdowns, live event moments, cross-tagging other Cambridge businesses
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Campaign Phases & Content Themes

Phase	Timing	Campaign Focus	Platform Goals	Suggested Captions
Awareness	Nov 15 – Nov 25	Build excitement for Small Business Saturday and local pride	FB – Community story IG – visual storytelling X – countdown	FB: “We’re counting down to Small Business Saturday on November 29! Meet the people behind your favorite Cambridge shops 🛒” IG: “Shop local this Small Business Saturday, November 29 th , to kick off your holiday season!” X: “Only 5 days until #SmallBizSaturday — support your Cambridge favorites!”
Small Business Saturday Week	Nov 26 – Nov 29	Conversion & foot traffic	FB – Promote events/offers IG – live moments X – real-time updates	FB: “It’s here! Visit us this #SmallBizSaturday for local deals, community, and holiday cheer” IG: “Cambridge is buzzing for #SmallBizSaturday 🛒 Stop by & tag your finds!” X: “We’re open from [your hours] & celebrating #SmallBizSaturday in Cambridge— come through!”
Cyber Monday / Holiday Gift Season	Dec 1 – Dec 20	Online sales & gift inspiration	FB – Product highlights IG – Gift ideas X – Deals	FB: “Shopping local is just a click away 🛒 Shop online this Cyber Monday to support Cambridge businesses.” IG: “Holiday gifting made local - What Cambridge treasures are on your list?” X: “Cyber Monday = Shop Local Online 🛒”
Late-Season / Community Thanks	Dec 21 – Dec 31	Retention & relationship building	FB – Year-end reflection IG – thank-you visuals	FB: “From our Cambridge family to yours, thank you for shopping local this season ❤️” IG: “Here’s to a joyful new year & a thriving local business community!”

			X – cheerful recaps	X: “Cambridge, thank you for shopping local this season!”
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Additional business segment specific sample text:

Retail businesses:

“The countdown to **Small Business Saturday — Nov 29 — is on! Discover gifts that give back to your Cambridge community.**”

“We’re open and celebrating #SmallBizSaturday! Stop by, say hi, and find something special. 🛒
#ShopCambMA”

“Still shopping? Find last-minute gifts made right here in Cambridge 🎁”

Restaurants & Cafes:

“Today’s the day! Celebrate Small Business Saturday with good food & good company right here in Cambridge 🍷”

“We’re proud to be part of Cambridge’s small business community. Visit us on **Small Business Saturday, Nov 30**, and enjoy local dining at its best.”

“Planning a holiday lunch or dinner? Book early and celebrate with us 🍴 #ShopLocalCambridge”

Entertainment:

“Small Business Saturday is coming up on **Nov 29** — support local arts, studios, and experiences that make Cambridge unique 🎨 #ShopCambMA”

“Celebrate Small Business Saturday with local arts & entertainment! 🎪 #ShopLocalCambridge”

“This **Cyber Monday (Dec 1)**, consider local experiences — tickets, memberships, and classes that make great gifts.”

Hospitality:

“Small Business Saturday is **November 29** — book your stay, service, or appointment with a local Cambridge business!”

“We’re proud to be part of the Cambridge small business family. Book local this **Small Business Saturday, Nov 29**. #ShopCambMA”

“This holiday season, relax and recharge locally. Thank you for supporting small businesses in Cambridge ☀️”

Disclaimer:

Generative AI was used to develop a draft of this toolkit. Included below is the prompt used to generate the initial draft of the social media campaign. Feel free to customize the prompt and generate a social media campaign strategy specific to your business or group of businesses!

Whenever you are using AI-powered tools:

- Evaluate the AI tool’s output for accuracy, bias, and potential harms
- Think critically about the effects of using AI in your particular situation, including privacy and security implications
- Clearly disclose your use of AI to clients, coworkers, and employers

For more information and resources on how to use AI-powered tools, [click here](#).

AI prompt for ChatGPT-5:

Act as a social media marketing expert with 10 years of experience. Create a social media campaign that includes both suggested captions for posts and a content calendar that starts from mid-November to the end of the year. The social media campaign’s goal is to increase awareness and engagement on social media by leveraging Small Business Saturday (November 29) and the holiday season to drive increased followers and conversion to business for local small businesses in Cambridge. The content calendar should outline specific content themes, posting schedules, and target platforms (Facebook, Instagram, X), with particular focus on campaign leading up to Small Business Saturday and the day itself, as well as another campaign for the holidays, with a focus on Cyber Monday. Incorporate strategic considerations for Small Business Saturday and the holiday season, as well as trends and audience preferences on each of the platforms. Here are hashtags to incorporate: #ShopCambMA, #SmallBizSaturday, #ShopLocalCambridge

Be analytical, strategic, and creative. Give explanations and define goals for each of the platforms and posts. Please provide an output of captions and calendars for each of the social media platforms in a table format.

Suggestions for customization of this prompt include: the products and/or services your business offers, ongoing promotions you wish to highlight, or the specific social media platform you want to focus on.