Therapist Holiday Posting Steps

A calm plan for December to mid January posts.

Name: _____ **Date:** _____

1. Rules first

Board, code and practice policy.

2. Set dates

Closures, return and new starts.

3. Themes

Pick five to seven you can do well.

4. Safety post

988, HOME to 741741, 911 first.

5. Plain words

Say the holidays and you might.

6. Calm design

Readable type, alt text, no stock.

7. Light rhythm

Two or three posts a week.

8. Replies

Who checks DMs while you rest?

9. Review

Clear old hours in January.

What this planner is and is not

A season plan for kind, ethical posts, not a script for any one client.

Is Public education and logistics	Themes, dates, care checks
Is not Not a crisis service	Therapy, diagnosis, a sale
Care Crisis lines on safety posts	Inclusive, hopeful, private

Say it on every safety post: this account is not monitored for emergencies.

Crisis: call or text 988 · Text HOME to 741741 · Emergency: 911

Never repeat the holiday suicide myth. December rates are usually lowest.

Not affiliated with APA, ACA, NAMI, NIMH, 988 Lifeline or Crisis Text Line.

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Holiday Content Planner

Seven weeks of themes, posts, stories and practice notes.

Name: _____ **Date:** _____

Week of	Theme	Feed post	Story or note
Nov 30	Expectations		
Dec 7	Boundaries		
Dec 14	Money, pressure		
Dec 21	Grief, light, rest		
Dec 28	Rest		
Jan 4	New Year, gently		
Jan 11	Back to routine		

Dates and replies

Office closed from / to: _____

First day back: _____

New clients can start from: _____

Holidays my clients observe: _____

Who checks comments and DMs: _____

Standard reply for personal disclosures: _____

Posts to pin for the season: _____

Archive or remove in January: _____

Crisis: 988 · HOME to 741741 · 911 · Account not monitored for emergencies

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Holiday Post Care Check

Read each post aloud and check it before it goes live.

Name: _____ **Date:** _____

Check	Post 1	Post 2	Post 3	Post 4
Inclusive: says the holidays	☐	☐	☐	☐
No diagnosis or self test	☐	☐	☐	☐
No promises about outcomes	☐	☐	☐	☐
No client details or gifts	☐	☐	☐	☐
No testimonial or review ask	☐	☐	☐	☐
No urgency or countdown	☐	☐	☐	☐
Crisis lines where needed	☐	☐	☐	☐
No holiday suicide myth	☐	☐	☐	☐
Would it sting after a loss?	☐	☐	☐	☐

Holiday pocket cards (cut out)

Mixed Both can be true	No Thank you, I can't	Grief Say their name
Alone One small connection	Money Gifts are not love	Light Talk to a provider
Rest Doing less is okay	January No resolution needed	Help 988 · HOME · 911

Education, not treatment. 988 · HOME 741741 · 911 · Not monitored for emergencies

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Therapist Holiday Instagram Templates

Holiday sale on Etsy until Dec 2: about $11.04, was $14

Get it on Etsy

etsy.com/listing/4605676853 | instant digital download

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