

SKILL
SHARE.

2024 Content Calendar





**Kickstart your planning
for class content, digital
products, and social
media by tapping into the
Skillshare content calendar.**



We want to give you more visibility into general themes Skillshare will be leaning into via social promotion & marketing to help inspire your own planning. Here's how you can use this information:

1

Review the calendar

We'll showcase our upcoming content focus areas in the Teacher Newsletter on a monthly basis.

This will include insights into our upcoming campaigns to inspire your own content creation.

2

Create & explore

Got a digital product, Skillshare class or social video that already fits a monthly theme? Great! We want to see it.

This is also your chance to make relevant new content (e.g. a digital product, or a social post).

3

Submit or share

We'll gather your relevant new content in two ways: reaching out to teachers, and gathering your submissions by Google Form.

Sometimes we'll share a general idea of what we're looking for you to create. Other times we'll supply promotional content for you to share on your own channels, like upcoming campaigns or sales. Each month, we'll specify how you can participate!

An important note: this content calendar is intended to inspire, not limit.

We will always share and promote content outside of our monthly themes across our social channels and on Skillshare - so if a theme doesn't speak to you, that's fine! Our intention is to inspire and guide your planning if you enjoy a prompt, or if you're feeling stuck.

November: Gratitude

November is a time to be thankful for all the ways your creative journey fuels joy, inner growth, and community.

This month's social content will focus on celebrating the community, highlighting stories of growth, and acknowledging that a personal creative habit can be its own gratitude practice. We're especially focused on content in the following categories: Art & Illustration, and Design.

Some specific things we'll be doing & what you can do with this info:

We'll be giving away some select free digital products to our community! If you're interested in offering your digital product for free (in exchange for compensation), [please submit via this Google Form by Oct 30th](#).

Personal gratitude practices or journaling digital products:

if you're currently offering a digital product that is relevant to this theme, please submit via the above Google Form by Oct 30th.

Gifts of gratitude

Post social content about how Creativity is part of your personal gratitude practice, or use the theme to jump into uncharted territory.

TAG US IN YOUR POST

For a chance to be reshared and featured by our channel.

November at a glance

Nov 28–American Thanksgiving

Nov 29–Black Friday

Dec 2–Cyber Monday

Dec 3–Giving Tuesday

December: Reflection

December is about looking back at the year that was, celebrating artistic achievements and setting future goals. A time to think about what energized your practice this year, and what you want to bring into the year to come. Crafts & Hobbies offer a hands-on way to turn reflection into meaningful gifts or personal achievements during the holiday season. We're especially focused on content in the following categories: Art & Illustration, Crafts & DIY, and Design.

Some specific things we'll be doing & what you can do with this info:

Creating a DIY holiday gift guide:

We'll be promoting digital products in the crafts & hobbies space, as well as looking to feature digital art prints and products that act as great gift ideas. If you offer a relevant digital product, [submit via this Google form by Nov 10th](#).

Skillshare Wrapped:

Create your own content reflecting on your top 2024 projects, achievements & lessons learned. Think of it as a look back at your creative journey this year! Be sure to tag @Skillshare for an opportunity to be re-shared by us!

December at a glance

Dec 2–Cyber Monday
(celebrating as part of Nov activities)

Dec 25–Hanukkah starts

Dec 25–Christmas

Dec 31–New Year's Eve

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