

FREE PDF • HOLIDAY 2026 EDITION

50 holiday Instagram captions

Copy-paste captions for creators and small shops, from the Black Friday warm-up to New Year's Eve. Ten moments, five captions each. Swap the [BRACKETS] for your own details and post.

Instagram • TikTok • Facebook

Nov 16 → Dec 31

Free for your own posts

How to use these captions

1. Pick the section for today's date (each section has a date range).
2. Copy one caption and replace every [BRACKET] with your own offer, price, date or name. Only post numbers and results that are true.
3. Add 3 to 5 hashtags that describe the product, not the holiday (for example #christmasgifttags, not #christmas).
4. Post the same message as a Reel, a carousel and a story on different days. People need to see an offer more than once.
5. End with one clear action: link in bio, comment a word, or save the post.

Holiday 2026 dates (US)

Thu Nov 26	Thanksgiving
Fri Nov 27	Black Friday
Sat Nov 28	Small Business Saturday
Mon Nov 30	Cyber Monday
Tue Dec 1	Giving Tuesday
Fri Dec 25	Christmas Day
Thu Dec 31	New Year's Eve

What's inside

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Black Friday warm-up

- 01** Black Friday is Friday, November 27. I'm not doing a countdown every day. I'm doing one thing: telling you now, so you can plan. [OFFER] goes live that morning. Save this post so you don't miss it.
- 02** Quick question before Black Friday: what would you actually use from my shop right now? Reply with one word. I'm building the sale around your answers.
- 03** Making a list and checking it twice. Mine is the list of people who get [EARLY ACCESS PERK] before the sale opens. Link in bio to get on it.
- 04** If you've had [PRODUCT] in your cart since summer, this is your sign to wait one more week. Black Friday is Nov 27.
- 05** Sale prep, honest version: [NUMBER] orders to pack, one kitchen table, too much coffee. Thank you for keeping a small shop going. More soon.

Black Friday day

- 06** It's here. [OFFER] on [PRODUCT/EVERYTHING] until [END TIME]. No code games, no fine print. Link in bio.
- 07** Black Friday at a small shop means a real person reads every order. Today that person is me, and I'm ready. [OFFER] is live.
- 08** Three things in the sale I'd buy first: 1) [ITEM] 2) [ITEM] 3) [ITEM]. Everything else is in the link in bio.
- 09** Not shopping today? Totally fine. Save this post and come back before [END DATE]. The deal will still be here until then.
- 10** The best Black Friday deal is the thing you'll actually use. That's why I only discounted [WHAT'S ON SALE]. Link in bio.

Small Business Saturday

- 11 Today is Small Business Saturday. If you've ever bought from me, liked a post, or sent this account to a friend: thank you. That's how a small shop survives.
- 12 Shop small doesn't have to mean spend big. Share a small shop you love in the comments and I'll share mine in my stories.
- 13 Behind every order here: one person designing, packing and answering your DMs. Happy Small Business Saturday from [YOUR NAME].
- 14 Small Business Saturday tip: tag the shop when you post what you bought. It costs nothing and it helps more than you'd think.
- 15 Supporting small this weekend? Here's what's still in the sale until Monday night: [ITEMS]. Link in bio.

Cyber Monday

- 16 Cyber Monday, last day of the sale. [OFFER] ends at [TIME + TIME ZONE] tonight. After that, prices go back to normal.
- 17 If you missed Friday, this is your second chance. Same deal, last call. Link in bio.
- 18 Cyber Monday is made for digital products: no shipping, no waiting, open it in two minutes. [PRODUCT] is [PRICE] until midnight.
- 19 Your cart is still there. So is the discount, for a few more hours. [OFFER] ends tonight.
- 20 Thank you for an amazing sale weekend. If you ordered, check your inbox for [DOWNLOAD/TRACKING]. If not, you have until tonight.

Giving Tuesday and last call

- 21** Today is Giving Tuesday. For every order today, I'm donating [AMOUNT/PERCENT] to [CAUSE]. I'll share the receipt in stories.
- 22** No sale today, just a thank-you. This year you helped me [REAL MILESTONE]. That matters more to me than any discount.
- 23** Want to give back today without spending? Share a small creator you love. Comments are open.
- 24** The sale is over, but [EVERGREEN OFFER/BUNDLE] is still the best value in the shop. Link in bio.
- 25** Giving Tuesday reminder: a kind review or a share is a gift to a small shop, and it's free.

Gift guide and gift ideas

- 26** Gift guide for the person who has everything: [ITEM 1], [ITEM 2], [ITEM 3]. Save this for later.
- 27** Gifts under [\$PRICE] that don't look like it. Swipe for my favorites from the shop.
- 28** Stuck on a gift for [THE CRAFTER / THE TEACHER / THE COWORKER]? Here are three ideas from the shop, all under [\$PRICE].
- 29** Stocking stuffers that actually get used. My top 3: [ITEMS]. Link in bio.
- 30** Tell me who you're shopping for and your budget in the comments. I'll reply with a gift idea.

Last-minute and shipping

- 31** Last day to order for delivery before Christmas: [DATE]. After that, try [DIGITAL GIFT/GIFT CARD/LOCAL PICKUP].
- 32** Forgot someone? Digital gifts don't need shipping. Buy, download, print or send in five minutes.
- 33** Last-minute gift idea: [PRODUCT]. Instant download, no shipping, nothing to wrap.
- 34** Shipping cutoff is [DATE]. Order by then and it arrives before the 25th, or it's [WHAT YOU'LL DO].
- 35** Late? Print the gift card, put it in an envelope, done. Gift cards are in the link in bio.

Behind the scenes

- 36** What a holiday order looks like before it reaches you: [STEP 1], [STEP 2], [STEP 3]. Swipe to see.
- 37** Today's to-do list: [TASK], [TASK], [TASK], and remember to eat lunch. Holiday season at a small shop.
- 38** The design I almost didn't release, and now it's the one you order most: [DESIGN]. Here's the story.
- 39** Packing table tour. Everything here was packed by hand by [NAME].
- 40** Behind the scenes of making [PRODUCT]: from first sketch to the version in the shop.

Christmas week

- 41 From my small shop to your home: Merry Christmas. Thank you for every order, share and kind message this year.
- 42 The shop is resting until [DATE]. Orders placed now will ship on [DATE]. Enjoy the holidays.
- 43 Show me what you made with [PRODUCT] this season. Tag @[YOURHANDLE] and I'll share my favorites.
- 44 Christmas Eve plans: close the laptop, wrap the last gifts, watch [MOVIE]. What's your tradition?
- 45 Got a gift card or some holiday cash? The shop reopens on [DATE] with [WHAT'S NEW].

Year end and 2027

- 46 This year in one post: [NUMBER] orders, [NUMBER] new designs and too many coffees. Thank you for being here.
- 47 Planning 2027 this week. What should I make next? Reply with your idea.
- 48 One thing I'm doing differently in 2027: [GOAL]. Saving this here so you can hold me to it.
- 49 New year, same small shop. Here's what's coming in January: [TEASER].
- 50 Last post of 2026. If you're reading this, you're part of why this shop exists. See you next year.

WANT THE WHOLE SEASON PLANNED?

Holiday Content OS

A day-by-day posting calendar from Nov 10 to Dec 20 with a cue for Instagram, TikTok and Pinterest, 60 more captions, 30 ready-to-post graphics (Reel, Feed, Pin, Square), Canva briefs, a printable planner and a Sheets tracker. \$39.

Or get it in the Holiday Money Stack (\$79): Holiday Content OS + the BFCM Ad Prompt Vault (80 prompts) + 80 Christmas SVGs + 10 Black Friday emails.

Code BFCM20 takes 20% off every kit until Dec 1, 2026.

getforgekits.com/kits/holiday-content-os

You can use these captions in your own posts and for clients. Please don't resell or repost this PDF.