Rosie's Bakehouse · November 2026 social media plan

SAMPLE. Rosie's Bakehouse is a fictional business made up to show our work. Every post below is finished and ready to copy into Facebook, Instagram or Meta Business Suite. A real plan is written from your own products, prices, team and customers, and we never invent reviews.

What is in a month

30 posts, one a day, mixed across themes so the page never feels like a list of adverts: products (4), offers (3), behind the scenes (4), seasonal dates (4), community (4), questions that get comments (3), customer love (2), tips (2), fun (2), and a reminder and a month look-back (2). UK dates covered: Bonfire Night, Remembrance Sunday, Stir-up Sunday, Black Friday, Advent and Small Business Saturday (5 Dec). Each post has its text, the photo or video to take, hashtags and the best time to post.

Three of the post graphics we include with the Month plan (1080 x 1080, ready for Instagram and Facebook).

Date	Theme	Post text (Facebook + Instagram)	Photo or video to use	Hashtags	Best time to post
Sun 1 Nov	Behind the scenes	Up at 4:30 so you don't have to be. Sunday croissants come out of the oven at 7:45, and the almond ones never last past 10. See you early?	Close-up of a tray of croissants coming out of the oven, steam visible	#Harlow #SundayMorning #Croissants	7:00am
Mon 2 Nov	Product	New this month: the Bonfire Bun. Brioche, cinnamon, a treacle toffee middle. £2.80, only until Saturday.	The bun torn in half to show the toffee centre	#Harlow #BonfireNight #Bakery	8:00am
Tue 3 Nov	Community	Shout-out to the Tuesday school-run crowd. Bring your own cup this week and your coffee is 20p off.	Row of mismatched reusable cups on the counter	#HarlowMums #CoffeeTime	8:15am
Wed 4 Nov	Question	Settle this for us: is a sausage roll better hot or cold? Comment HOT or COLD. Loser buys the teas.	Two sausage rolls side by side with HOT and COLD written on paper tags	#SausageRoll #Harlow	12:00pm
Thu 5 Nov	Seasonal	Remember, remember, the 5th of November... and the Bonfire Buns. Last batch today. Stay safe tonight and keep the dog in!	Bonfire Buns on a board with sparklers (unlit) beside them	#BonfireNight #Harlow	8:00am
Fri 6 Nov	Offer	Friday treat: any two cakes and two coffees for £10 after 2pm. Just say FRIDAY at the till.	Two slices of cake and two coffees on a table for two	#FridayFeeling #HarlowCafe	11:30am
Sat 7 Nov	Behind the scenes	Meet Dan. He's been shaping our sourdough for three years and still won't tell us his secret. (It's patience. It's always patience.)	Dan shaping dough, flour on his hands, smiling	#MeetTheTeam #Sourdough	9:00am
Sun 8 Nov	Community	Today we remember. We'll be closed from 10:55 to 11:05 for the two-minute silence.	Simple poppy on a plain wooden table	#RemembranceSunday #LestWeForget	8:00am
Mon 9 Nov	Tip	Bread going stale? Run the crust under the tap for 2 seconds and pop it in a hot oven for 5 minutes. Good as new. You're welcome.	Short video: loaf under tap, then into the oven	#BakingTips #NoWaste	7:30pm
Tue 10 Nov	Product	Gluten-free brownies are back by popular demand. Made in a separate batch, but our kitchen does handle gluten, so please ask if you're coeliac.	Stack of brownies with a small 'GF' flag	#GlutenFree #Harlow	10:00am
Wed 11 Nov	Question	What's the one bake you'd like us to make that we don't? Most-liked comment by Friday gets made next week, and you get the first one free.	Empty cake stand with a question mark card	#Harlow #YouChoose	12:00pm
Thu 12 Nov	Seasonal	Christmas order book is OPEN. Mince pies by the dozen, Christmas cakes and yule logs. Pop in or message us to get your name down.	Order book open on the counter with a pen and a mince pie	#ChristmasOrders #Harlow	6:00pm
Fri 13 Nov	Fun	Friday the 13th rule: if you drop your doughnut sugar-side down, the second one's on us. (Honestly. We've all been there.)	Doughnut on a plate with a 'lucky' horseshoe sticker	#FridayThe13th #Doughnuts	11:30am
Sat 14 Nov	Customer	Lovely to see the Saturday Park Run lot back. Your usual is already on the board.	Chalkboard with 'Park Run special: tea + banana loaf £4'	#ParkRun #Harlow	9:30am
Sun 15 Nov	Behind the scenes	Christmas cake fruit has been soaking for a week. The kitchen smells like a nan's front room in the best way.	Big bowl of soaked fruit, wooden spoon	#ChristmasCake #Baking	10:00am
Mon 16 Nov	Tip	How to keep a Christmas cake moist: wrap in baking paper, then foil, feed it a spoonful of brandy (or orange juice) once a week. Store somewhere cool, not the fridge.	Wrapped cake on a shelf	#ChristmasBaking #Tips	7:30pm
Tue 17 Nov	Product	Our winter soup is back: roast squash and sage with a hunk of sourdough. £5.50, ready from 12.	Bowl of orange soup with sourdough on the side	#LunchTime #Harlow	11:00am

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Wed 18 Nov	Question	Mince pie: lid or no lid? We do both. Tell us which team you're on.	Two mince pies, one lidded, one star-topped	#MincePies #Christmas	12:00pm
Thu 19 Nov	Community	Thank you to everyone who brought tins for the food bank box last week. We dropped off 3 full crates this morning.	Crates of tins by the shop door	#Harlow #Community	6:00pm
Fri 20 Nov	Offer	Office treat? Order a box of 12 mixed pastries by Thursday and we'll deliver within 2 miles for free.	Open box of 12 pastries	#OfficeTreats #Harlow	11:30am
Sat 21 Nov	Behind the scenes	This is what 400 mince pies looks like at 6am. Send coffee.	Trays and trays of mince pies on racks	#ChristmasRush #Bakery	8:30am
Sun 22 Nov	Seasonal	Stir-up Sunday! Traditionally the day to make your Christmas pudding and make a wish while you stir. What's your wish?	Pudding mix being stirred, family hands on the spoon	#StirUpSunday #Christmas	10:00am
Mon 23 Nov	Reminder	Christmas orders: we close the order book for cakes on 12 December, or sooner if we fill up. Get your name down now.	Calendar with 12 Dec circled	#ChristmasOrders #Harlow	7:30pm
Tue 24 Nov	Customer	We read every review you leave us, and they make the 4:30 starts worth it. If you've got a minute, leave us one on Google and tell us your go-to order.	Photo of the counter with a small QR card linking to the Google review page	#ShopLocal #Harlow	12:00pm
Wed 25 Nov	Fun	Name our new gingerbread person. Best name in the comments by Sunday gets a free one. Current favourite in the kitchen: Ginger Spice.	Gingerbread person with a blank name tag	#Gingerbread #NameIt	12:00pm
Thu 26 Nov	Product	Yule logs are here. Chocolate sponge, chocolate cream, more chocolate. Serves 8. Order ahead or grab one from the counter.	Yule log on a board with a dusting of icing sugar	#YuleLog #Christmas	6:00pm
Fri 27 Nov	Offer	No Black Friday madness here. Just a free mince pie with any hot drink today, because it's cold and you deserve it.	Mince pie next to a steaming mug	#BlackFriday #ShopLocal	8:00am
Sat 28 Nov	Community	Next Saturday (5 Dec) is Small Business Saturday. Who are your favourite little Harlow shops? Tag them and let's send them some love.	Shop front with fairy lights	#SmallBusinessSaturday #ShopLocal	9:30am
Sun 29 Nov	Seasonal	First Sunday of Advent. Our advent cookie boxes are on the counter: 24 little biscuits, one for each day. £12.	Open advent cookie box	#Advent #Christmas	9:00am
Mon 30 Nov	Look back	That's November done. 400 mince pies, one winning gingerbread name, and a lot of you on Team No-Lid. Thank you for a brilliant month.	Collage of the month's best photos	#ThankYou #Harlow	7:30pm

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