

ONESTREAM

* 12 DAYS OF *
CHRISTMAS
STREAMING PLANNER

Welcome to your 12-day roadmap for holiday streaming success! This planner offers a daily theme, content suggestions, and scheduling tips to help you keep viewers entertained and engaged throughout the festive season

DAY 1: SETTING THE SCENE

- **Theme:** “Warm Welcome” – Introduce the holiday series and set a cozy, inviting tone.
- **Content Ideas:** A brief welcome message, a glimpse of your festive studio décor, and a quick outline of what’s coming next.
- **Pro Tip:** Start small and easy. A short introduction stream sets the stage and helps viewers get excited.

DAY 2: FESTIVE MEMORIES & TRADITIONS

- **Theme:** “Nostalgia Night” – Share holiday stories, childhood traditions, or family recipes.
- **Content Ideas:** Show old holiday photos, swap stories with a guest, or run a Q&A about global holiday customs.
- **Pro Tip:** Invite viewers to share their own holiday traditions in the live chat to foster community.

DAY 3: HOLIDAY HACKS & DIY

- **Theme:** “Crafty Cheer” – Offer simple, festive DIY ideas.
- **Content Ideas:** Quick craft tutorials (like making a simple ornament), holiday card designing, or easy gift-wrapping tricks.
- **Pro Tip:** Keep it interactive. Encourage viewers to try the DIY project and share their creations on social media.

DAY 4: SEASONAL SWEETS & TREATS

- **Theme:** “Sugar & Spice” – Highlight easy holiday recipes.
- **Content Ideas:** Bake cookies on-camera, sample festive drinks, or share a “no-bake” dessert for last-minute hosts.
- **Pro Tip:** Incorporate polls on favorite holiday treats to keep your audience engaged.

DAY 5: MUSIC & MOOD

- **Theme:** “Melodies of the Season” – Set a musical holiday mood.
- **Content Ideas:** Curate a holiday playlist, invite a musician friend for a live mini-concert, or hum along to a few classic tunes (rights permitting).
- **Pro Tip:** Keep it light and uplifting; music sets the stage for the upcoming days.

DAY 6: SHOP & SAVE

- **Theme:** “Holiday Haul” – Offer gift guides, shopping tips, or last-minute deals.
- **Content Ideas:** Suggest budget-friendly gift ideas, show off your favorite local finds, or highlight ethical, eco-friendly brands.
- **Pro Tip:** Be genuinely helpful—people appreciate honest advice over heavy sales pitches.

DAY 7: COMMUNITY SPOTLIGHT

- **Theme:** “Viewers’ Choice” – Let your audience shape the stream.
- **Content Ideas:** Poll your viewers beforehand for topics, feature their holiday fan art, or highlight viewer-submitted stories.
- **Pro Tip:** Make your community feel valued by acknowledging their contributions and feedback.

DAY 8: CHARITY & GOODWILL

- **Theme:** “Gift of Giving” – Shine a light on spreading kindness.
- **Content Ideas:** Host a small fundraiser, share information about a nonprofit you admire, or encourage viewers to perform random acts of holiday kindness.
- **Pro Tip:** Keep the tone positive and sincere; celebrate the difference even small actions can make.

DAY 9: GAMES & FUN

- **Theme:** “Jingle & Mingle” – Relax with interactive games or quizzes.
- **Content Ideas:** Run a festive trivia quiz, play charades with holiday themes, or create a guess-the-ornament challenge.
- **Pro Tip:** Lighthearted fun keeps engagement high. Offer small shout-outs or virtual badges for winners.

DAY 10: COZY UP & UNWIND

- **Theme:** “Fireside Chat” – Slow down and connect personally.
- **Content Ideas:** Reflect on the season so far, share favorite moments from the previous streams, and discuss holiday self-care tips.
- **Pro Tip:** Keep it genuine. A calm, heartfelt session can deepen audience connection.

DAY 11: BEHIND THE SCENES

- **Theme:** “Workshop Wonders” – Give a peek behind the curtain.
- **Content Ideas:** Show your streaming setup, talk about your preparation process, or reveal how you create festive overlays.
- **Pro Tip:** Audiences love feeling “in the know.” A behind-the-scenes look can foster trust and loyalty.

DAY 12: GRAND FINALE

- **Theme:** “Merry & Bright” – Celebrate the journey and thank your community.
- **Content Ideas:** Recap highlights, give out virtual “awards” for active community members, and toast to a joyful holiday ahead.
- **Pro Tip:** End on an uplifting note. Express genuine gratitude and hint at what’s next in your streaming journey.

This 12-day Christmas Streaming Planner is your guide to delivering meaningful, engaging, and enjoyable holiday content. Adjust the themes and ideas to fit your brand, keep track of your daily tasks, and most importantly—enjoy the ride. May your streams bring holiday cheer to everyone tuning in!

CHRISTMAS

STREAMING PLANNER