



KICK OFF CONTENT CALENDAR

HEY THERE!

We hope you find this content calendar useful in the coming months. The info is generalized, so feel free to make it your own and allow it to help you get more creative with your content. If you're busy, snag the idea and run! You can continue any other posts you normally do throughout the week. And at the end, we'd love to know how the content helped the performance of your social media channels. Be sure to follow the best practices, too!

BEST PRACTICES

- Always use images to capture attention that go along with your post.
- Post when your audience is mostly on social (use analytics and insights).
- Post 80% shareable, interesting content, 20% salesy content.
- Be sure all of your info is correct on the platforms you are using (hours, address, website, etc).
- If using Instagram, use the phrase "link in bio" when wanting to link.
- Use Ad dollars on your best performing posts and fan favorite products.
- Test out the best times for your audience by posting at varying times and on different days.


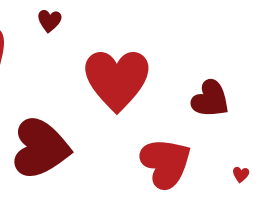

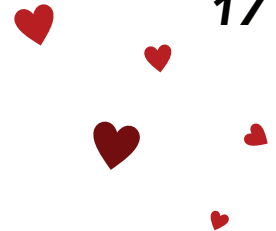
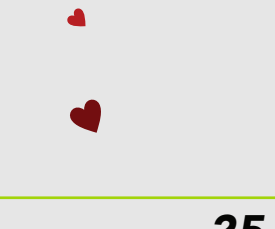


JANUARY 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Post a greeting Celebrating the New Year.	2
3 	4	5 Share your company's goals for the year. <i>Alternate:</i> Video montage of staff New Year Resolutions.	6	7 Link to a featured service/new product on your website with engaging verbiage about why your audience will love it.	8	9 
10 Have an employee answer a frequently asked question via video.	11	12	13	14 If snow affects your business, share how customers can find weather updates, i.e., changed hours.	15	16
17 	18 <i>Martin Luther King Day:</i> Post image/quote for the day.	19 	20 Avoid posting today, (Inauguration Day) Your data may be off due to social media avoidance.	21 	22	23 <i>It's National Hobby Month:</i> Highlight a hobby of one of your employees that your customers would find interesting.
24	25	26 Post a short video reviewing one of your products or services or a fun "something in your office".	27	28 	29 <i>User Generated Content:</i> Share a client's thank you, review or pic of them using your product. Give them credit.	30
31 						

FEBRUARY 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 	2 <i>Groundhog Day:</i> Post your office's reaction to the "forecast" for spring.	3	4	5 Feature a product or service and link to a way to purchase, enroll, register, etc.	6
7	8 Shout out a local business, i.e. show everyone the local coffee shop you frequent or a local vendor you use.	9 	10 Create a poll, i.e. this product or that product or ask a question to engage your audience about your industry.	11	12	13
14 <i>Valentine's Day:</i> Post a Valentine themed message to your customers. "We love you because..."	15 <i>President's Day:</i> Post a quote from a President that you find inspiring.	16 <i>Mardi Gras:</i> Share any special staff celebrations (Fastnachts, a Cajun themed lunch, etc).	17 	18 	19	20
21	22	23 Post the results of the poll from the 10th, highlight a comment or discuss which product got the most votes.	24	25 	26	27 Post an interesting fact about your business or industry that your audience might not know.
28						

MARCH 2021

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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2 <i>Dr. Seuss's Birthday:</i> Post a Seuss quote on this day. (Quotes are the most shared post type!)	3	4 <i>User Generated Content:</i> Share another client's review or thank you and credit them.	5	6 Toot your own horn! Highlight a recent success story with your products or services. Video is best.
7	8 <i>International Women's Day:</i> Share a photo or post highlighting the women in your office.	9	10	11 <i>It's National Promposal Day:</i> Invite customers or clients to visit your store "promposal style."	12	13 Daylight Saving Time starts - post reminder to Spring Ahead!
14 Share anything special your business is doing for the Spring (new products, special services, events).	15	16	17 <i>St. Patrick's Day:</i> Share a photo of employees wearing green. (St. Paddy's Day is the right abbreviation).	18	19 <i>Feature an Employee:</i> New, retiring, celebrating a milestone, top sales, etc.	20
21	22	23 Tell the world about an amazing service or product that you offer and do it through fun video!	24	25	26 Share a snippet of a recent blog. Link to your website to read the whole thing.	27
28	29 Answer an FAQ via video or a creative graphic.	30	31 Share a unique way to use a product or offer a freebie with a service.	