



# May 2021 Social Media Calendar

Use this monthly social media calendar to plan your social posts with our ready to use content!  
New calendars are released 1 week before start of new month.  
Don't forget to tag us!



#### Key Dates:

Orthodox Easter - May 2nd  
Cinco de Mayo - May 5th  
Mother's Day - May 9th  
Eid al-Fitr- (Rough Date last 3 days) May 12th  
Memorial Day - May 31st

#### Key Themes:

Traveling/Vacations  
Safety

Please note that we changed the weekly content recommendation from social channel to lines of business. Each week, you'll now see options for business lines and personal lines. Generally, we recommend personal lines content for Facebook and Twitter, business lines content for LinkedIn, and a mix of both for Twitter. However, you know your audience best and should post the content that best fits your audience.

Week 1: May 2nd - 8th

Post 1	Copy	Image	Link
Personal	Don't be caught off guard with expensive roof repairs this season! Check out these 6 causes of a leaking roof.		<a href="#">Content to Share Link</a>
Business			
Post 2	Copy	Image	Link
Personal	Have you made insurance part of future planning with your college grad?		<a href="#">Content to Share Link</a>
Business	Does your company use customer data? Here's why it's important for you to be up to date on data.		<a href="https://bit.ly/3gvgtLl">https://bit.ly/3gvgtLl</a>
Post 3	Copy	Image	Link
Personal	Are you aware of the reasons why your car insurance rate may change? Here's 5 reasons to consider.		<a href="https://bit.ly/3n7OJOl">https://bit.ly/3n7OJOl</a>
Business			

Week 2: May 9th - 15th

May 9- Mother's Day	Copy	Image	Link
Personal	Happy Mother's Day!		<a href="#">Content to Share Link</a>
Business			
Post 2	Copy	Image	Link
Personal	Going on a road trip this year? Don't forget these two tips to help you save on gas:		<a href="#">Content to Share Link</a>
Business	Are you having a hard time making a business decision? Here are 11 myths about decision-making to help you through it.		<a href="https://bit.ly/3dHJIsH">https://bit.ly/3dHJIsH</a>
Post 3	Copy	Image	Link
Personal	Do you have home upgrades on your to-do list this year?		<a href="#">Content to Share Link</a>
Business			

Week 3: May 16th - 22nd

Post 1	Copy	Image	Link
Personal	Do you have a safety checklist for your home while on vacation?		<a href="#">Content to Share Link</a>
Business			
Post 2	Copy	Image	Link
Personal	Biking can be a great way to be outside, distanced, and get your exercise in! Here are ways you can stay safe biking.		<a href="https://bit.ly/2RZdBMN">https://bit.ly/2RZdBMN</a>
Business	New to a manager role, or just want to get some more tips on being a manager? Here are 15 from the Balance Careers:		<a href="https://bit.ly/3sJLTQD">https://bit.ly/3sJLTQD</a>
Post 3	Copy	Image	Link
Personal	Is your home protected in case of a flood?		<a href="#">Content to Share Link</a>
Business			

**Week 4: May 23rd - 31st**

Post 1	Copy	Image	Link
Personal	Have a fun summer vacation coming up? Don't forget about talking to your Independent Insurance Agent about protection.		<a href="#">Content to Share Link</a>
Business			
Post 2	Copy	Image	Link
Personal	Looking to try something new on your vacation? Check out some fun activities and some tips here:		<a href="https://pgrs.in/3vkK8vf">https://pgrs.in/3vkK8vf</a>
Business	We all get stressed - but do you know how to manage it? Here are 5 tips from Women Leaders:		<a href="https://bit.ly/3nhCwqc">https://bit.ly/3nhCwqc</a>
May 31st- Memorial Day	Copy	Image	Link
Personal	Happy Memorial Day!		<a href="#">Content to Share Link</a>
Business			