



August 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!

If you would like to see a certain kind or topic of content
from us we would love to hear about it!
Email us at trusted.choice@iiaba.net with all content ideas.





Key Dates:

Key Themes:
Road Tripping
Late Summer
Storms

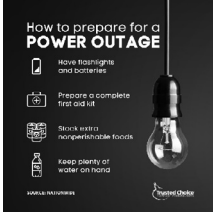
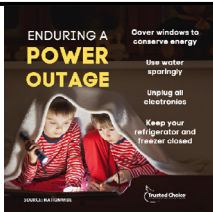
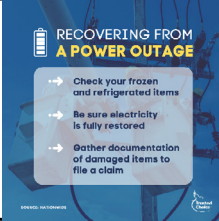
We have added a new bonus section of content at the end of the calendar with some additional lines focusing on some weather specific content.

Each week we have 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: August 1st - 7th

Post 1	Copy	Image	Link
Personal	Are you protected with the right flood coverage?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Know how to protect yourself from identity theft while you're traveling.		https://pgrs.in/3iG6Jh1
Business	Going back to the office? Here are 8 IT security recommendations to remember.		https://bit.ly/3zidQ5S
Post 3	Copy	Image	Link
Personal	Don't forget to secure outdoor items before a storm!		Content to Share
Business			



Week 2: August 8th - 14th

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July 4th	Copy	Image	Link
Personal	Are you prepared for a power outage?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Stay safe during a power outage with these tips.		Content to Share
Business	Feeling unmotivated at work lately? Here's how to get your mojo back.		https://indeedhi.re/36VGxt2
Post 3	Copy	Image	Link
Personal	Do you know what to do after a power outage?		Content to Share
Business			


Week 3: August 15th - 21st

Post 1	Copy	Image	Link
Personal	What types of information help when filing a claim?	 <p>Checklist to Document Your Possessions Take photos to document all items' details to help with filing a claim.</p> <ul style="list-style-type: none"> ➤ Brand Name ➤ Manufacturer ➤ Serial Number ➤ Paperwork ➤ Receipts 	Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Sometimes the best advice comes from the people who know us the best.		https://bit.ly/3eCEChq
Business	Need small business insurance? We got you covered!	 <p>Do I Need Small Business Insurance? Yes! A Business Owners Policy (BOP) is one of the most popular packages. It combines:</p> <ul style="list-style-type: none"> ✓ General liability ✓ Business income coverages ✓ Property insurance 	Content to Share
Post 3	Copy	Image	Link
Personal	Don't forget these ladder safety tips when cleaning or renovating your home this summer.	 <p>LADDER SAFETY TIPS</p> <ul style="list-style-type: none"> • Choose a ladder with the correct height and type for your project • Place the ladder firmly on the ground • Do not stand higher than the second step from the top. • Be mindful of wind or rain. • Take your time! 	Content to Share
Business			


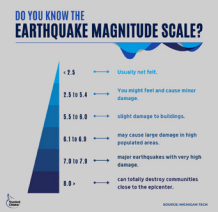

Week 4: August 22nd - 28th

Post 1	Copy	Image	Link
Personal	Want to take your pet with you on your next adventure? Remember these do's and don'ts!		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Thinking about getting a motorcycle? Then you should read this.		https://bit.ly/3xXqven
Business	Worried about a data breach?		Content to Share
Pots 3	Copy	Image	Link
Personal	Travel safe this season with these tips!		Content to Share
Business			

Week 5: August 29th - 31st

Post 1	Copy	Image	Link
Personal	When was the last time you reviewed these questions with your independent agent?		Content to Share
Business	Thinking of buying a company car? You should read this before you do.		https://bit.ly/3hUfkO3
Post 2	Copy	Image	Link
Personal			
Business			
Post 3	Copy	Image	Link
Personal			
Business			

Bonus August Content

Post 1	Copy	Image	Link
Personal	Stay prepared for an emergency with an emergency supply kit.		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	What does earthquake magnitude really mean?		Content to Share
Business			
Post 3	Copy	Image	Link
Personal	Did you know hurricane and homeowner's insurance varies by state?		Content to Share
Business			