



# December 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](mailto:trusted.choice@iiaba.net) with all content ideas.



#### Key Dates:

Hanukkah  
Christmas Eve  
Christmas  
New Years Eve





#### Key Themes:

Traveling  
Snow  
Holidays  
Cooking

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: December 1st - 4th

| Post 1   | Copy  | Image  | Link                             |
|----------|---|--|----------------------------------|
| Personal | Did you know the 3 main types of car insurance?                                   |    | <a href="#">Content to Share</a> |
| Business |   |  |                                  |
| Post 2   | Copy  | Image  | Link                             |
| Personal | Did you know these 7 common causes of distracted driving?                         |   | <a href="#">Content to Share</a> |
| Business | Is your business prepared for a cyber attack during this holiday shopping season? |  | <a href="#">Content to Share</a> |
| Post 3   | Copy  | Image  | Link                             |
| Personal | Keep these 3 tips in mind when driving at night!                                  |  | <a href="#">Content to Share</a> |
| Business |   |  |                                  |




Week 2: December 5th - 11th

| Post 1   | Copy   | Image  | Link  |
|----------|--|--|---|
| Personal | Remember these 3 tips before hanging your holiday lights!                                |    | <a href="#">Content to Share</a>                            |
| Business |  |  |   |
| Post 2   | Copy   | Image  | Link  |
| Personal | Keep these home fire safety tips in mind.  |   | <a href="#">Content to Share</a>                            |
| Business | Wondering why you should go with an independent insurance agent? Here are 5 reasons why: |  | <a href="https://bit.ly/3mhH7ds">https://bit.ly/3mhH7ds</a> |
| Post 3   | Copy   | Image  | Link  |
| Personal | Do you use power strips in your holiday decorating?                                      |  | <a href="#">Content to Share</a>                            |
| Business |  |  |   |

Week 3: December 12th - 18th

| Post 1   | Copy   | Image  | Link  |
|----------|--|--|---|
| Personal | It's getting dark earlier! Here are 4 tips to help you stay safe while driving at night.                   |    | <a href="#">Content to Share</a>                            |
| Business |  |  |   |
| Post 2   | Copy   | Image  | Link  |
| Personal | Getting ready to travel for the holidays?  |   | <a href="#">Content to Share</a>                            |
| Business | Do you always hear that hackers target small business but you aren't sure why? Read below to find out why: |  | <a href="https://bit.ly/3pEAXWL">https://bit.ly/3pEAXWL</a> |
| Post 3   | Copy   | Image  | Link  |
| Personal | How do you travel during the holiday season?   |  | <a href="#">Content to Share</a>                            |
| Business |  |  |   |

Week 4: December 19th - 25th

| Post 1         | Copy  | Image  | Link  |
|----------------|---|--|---|
| Personal       | Here are 3 Christmas tree safety tips to help you have safe holiday decorations!  |    | <a href="#">Content to Share</a>                            |
| Business       |   |  |   |
| Post 2         | Copy  | Image  | Link  |
| Personal       | What safety tips do you practice while cooking for the holiday season?  |   | <a href="#">Content to Share</a>                            |
| Business       | Looking to rework some of your business strategy for the new year? Read below to find out why you should focus on strategic planning. |  | <a href="https://bit.ly/3ba3A5x">https://bit.ly/3ba3A5x</a> |
| Saturday, 25th | Copy  | Image  | Link  |
| Personal       | Merry Christmas!  |  | <a href="#">Content to Share</a>                            |
| Business       |   |  |   |

Week 5: December 26th - 31st

| Post 1       | Copy  | Image  | Link  |
|--------------|---|--|---|
| Personal     | Lack of sleep has a big impact on our driving abilities - always remember to pull over if you feel tired. |    | <a href="#">Content to Share</a>                            |
| Business     |   |  |   |
| Post 2       | Copy  | Image  | Link  |
| Personal     | Traveling home after the holidays?  |   | <a href="#">Content to Share</a>                            |
| Business     | Do you want to build a stronger mindset for 2022? Read this:  |  | <a href="https://bit.ly/313f4Gp">https://bit.ly/313f4Gp</a> |
| Friday, 31st | Copy  | Image  | Link  |
| Personal     | Happy New Year!   |  | <a href="#">Content to Share</a>                            |
| Business     |   |  |   |

## Bonus Content

| Post 1   | Copy   | Image   | Link                             |
|----------|--|---|----------------------------------|
| Personal | Keep your home safe with these holiday decorating tips.  |  A circular graphic with a white background and a red border. The title is "4 HOLIDAY DECORATION SAFETY TIPS". The tips are: 1. Look for fire-resistant labels on decorations. 2. If lighting your fireplaces don't hang decorations on it. 3. Secure all lights. 4. Use battery-operated candles. The background shows a living room decorated for the holidays. | <a href="#">Content to Share</a> |
| Business |  |   |                                  |
| Post 2   | Copy   | Image   | Link                             |
| Personal | Getting packages delivered to your home? Consider setting up a camera or scheduling deliveries to help keep them safe. |  A graphic with a green circular background and a red border. The text inside says "30% OF AMERICANS REPORT HAVING HAD A PACKAGE STOLEN AT LEAST ONCE". The background shows a front door decorated for the holidays.  | <a href="#">Content to Share</a> |
| Business |  |   |                                  |
| Post 3   | Copy   | Image   | Link                             |
| Personal | Happy Hanukkah!  |  A dark blue rectangular graphic. At the top is a white Star of David. Below it is a white menorah. The text "HAPPY HANUKKAH" is written in white capital letters. The Trusted Choice logo is in the bottom right corner.   | <a href="#">Content to Share</a> |
| Business |  |   |                                  |