



# February 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 30 days before start of the 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:  
Valentine's Day

Key Themes:  
Winter Weather  
Black History Month  
Auto  
Personal Property  
Safety

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: February 1st - 5th

Cold Weather

Monday	Copy	Image	Link
Personal	You've prepped your home and car for the cold weather but what about your furry friends?		<a href="#">Content to Share</a>
Business			
Wednesday	Copy	Image	Link
Personal	Before a blizzard hits, take the right precautions so you can be safe!		<a href="#">Content to Share</a>
Business	Talk to your independent agent about the coverage you need in case of a workplace accident.		<a href="#">Content to Share</a>
Friday	Copy	Image	Link
Personal	After a blizzard, make sure your car is ready to handle the snow.		<a href="#">Content to Share</a>
Business			


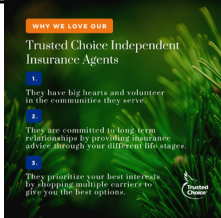


Week 2: February 6th - 12th

Auto

Monday	Copy	Image	Link
Personal	When was the last time you talked to your independent agent about car insurance?		<a href="#">Content to Share</a>
Business			
Wednesday	Copy	Image	Link
Personal	Do you know the top factors that can affect your car insurance rate?		<a href="#">Content to Share</a>
Business	Have you considered worker's compensation insurance for your small business?		<a href="https://bit.ly/3IZ08KZ">https://bit.ly/3IZ08KZ</a>
Friday	Copy	Image	Link
Personal	Getting ready for game day? Here's how to stay safe while celebrating.		<a href="https://bit.ly/3E7MnWA">https://bit.ly/3E7MnWA</a>
Business			



Week 3: February 13th - 19th

Personal Property

Valentines Day			
	Copy	Image	Link
Personal	Happy Valentine's Day!		<a href="#">Content to Share</a>
Business	This is a post you can use for Valentine's Day to explain why you love being an IA. Write a comment about what being an IA means to you. This post has a photo that can be used alone or as a 4 part		<a href="#">Content to Share</a>
Wednesday			
	Copy	Image	Link
Personal	Protect your belongings with personal property insurance! Talk to your Trusted Choice independent agent today.		<a href="#">Content to Share</a>
Business	Talk to your independent agent about the coverage you need in case of a workplace accident.		<a href="#">Content to Share</a>
Friday			
	Copy	Image	Link
Personal	Here's 10 tips on how to have a fire-safe home!		<a href="https://bit.ly/3yQAYtd">https://bit.ly/3yQAYtd</a>
Business			

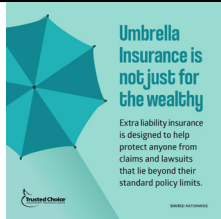
Week 4: February 20th - 26th

Personal Property

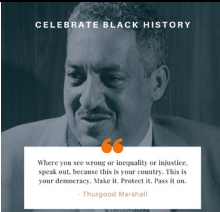


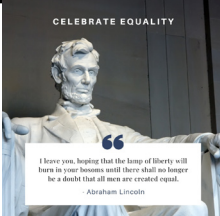
Monday	Copy	Image	Link
Personal	Wondering if you have any items that might fall under special property? Talk to your independent agent to find out!	 An infographic with a dark blue background. On the left, it says 'SPECIAL PROPERTY in need of additional coverage often comes in three forms:'. On the right, it lists 'OLD/ANTIQUE', 'HIGHLY VALUABLE', and 'EXTREMELY FRAGILE' with corresponding icons: a camera, a diamond, and a wine glass.	<a href="#">Content to Share</a>
Business			
Wednesday	Copy	Image	Link
Personal	Make sure all of your belongings are protected!	 An infographic with a light blue background. It features a photo of a desk with a computer monitor. Text reads: 'Unfortunately, your standard home insurance may not cover all of your personal belongings!' and 'Talk to an independent agent about personal property insurance.' There is a small logo in the bottom left corner.	<a href="#">Content to Share</a>
Business	Do you know the benefits of working with an independent agent?		<a href="https://bit.ly/32bjP1m">https://bit.ly/32bjP1m</a>
Friday	Copy	Image	Link
Personal	Beware of melting snow for your home & cars!		<a href="https://bit.ly/3yGHqD7">https://bit.ly/3yGHqD7</a>
Business			

Week 5: February 28th

**Umbrella Insurance**

Monday	Copy	Image	Link
Personal	Do you think umbrella insurance is only for the wealthy? Think again!		<a href="#">Content to Share</a>
Business			
	Copy	Image	Link
Personal			
Business			
	Copy	Image	Link
Personal			
Business			

**Bonus Content**  
**Black History Month**

	Copy	Image	Link
Personal	Happy Black History Month! We are grateful for all of the contributions of strong and gifted African Americans across the country.		<a href="#">Content to Share</a>
Personal	In the middle of a snowstorm, take a few actions to stay safe.		
	Copy	Image	Link
Personal	Happy Black History Month! We are grateful for all of the contributions of strong and gifted African Americans across the country.		<a href="#">Content to Share</a>
Business			
	Copy	Image	Link
Personal	Happy Black History Month! We are grateful for all of the contributions of strong and gifted African Americans across the country.		<a href="#">Content to Share</a>
Business			