



January 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 with all content ideas.




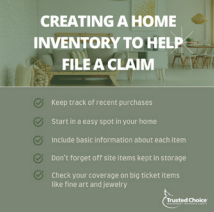


Key Dates:
Martin Luther King Jr. Day (January 17th)

Key Themes:
Winter
Home Renovations
Insurance Renewals
New Year



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.


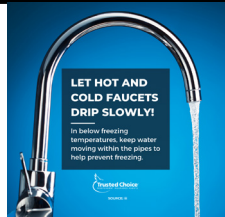


Week 1: January 1st - 8th

Post 1	Copy	Image	Link
Personal	Check-in with your independent agent to help make sure you're covered for 2022!		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Is a home inventory list on your New Year to-do list? Here are some tips to get you started!		Content to Share
Business	What is on your business's New Year to-do list?		Content to Share
Post 3	Copy	Image	Link
Personal	Did the holidays make you think about ways you could improve your home?		Content to Share
Business			




Week 2: January 9th - 15th

Post 1	Copy	Image	Link
Personal	Wondering if your personal property is already covered? Contact your independent agent today!		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Get a special gift last year? Make sure it is covered!		Content to Share
Business	Been thinking about your business insurance lately? Check out this article to find out how business umbrella insurance could help you.		https://bit.ly/3HEBv5C
Post 3	Copy	Image	Link
Personal	Wondering if your newest jewelry pieces need coverage?		https://bit.ly/30PKpMO
Business			

Week 3: January 16th - 22nd

Post 1	Copy	Image	Link
Personal	Here are 3 tips to help you get through serve cold weather.	 <p>Homeowner's Severe Cold Weather Survival Guide</p> <ul style="list-style-type: none"> Heat your home to a minimum of 65 degrees Know where the main water shutoff is. Let hot and cold faucets drip slowly. 	Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Worried about your pipes freezing this winter? Here's a tip to help them keep running.	 <p>LET HOT AND COLD FAUCETS DRIP SLOWLY!</p> <p>In below freezing temperatures, keep water moving within the pipes to help prevent freezing.</p>	Content to Share
Business	Wondering if you can expand your business this year?	 <p>Trying to expand your business?</p> <p>The new year is the perfect time to start strategy planning for your business.</p>	Content to Share
Post 3	Copy	Image	Link
Personal	Help your teen driver be prepared!	 <p>Is Your Teen Driving This Year?</p> <p>Teach them winter driving safety this season so they are prepared!</p>	Content to Share
Business			

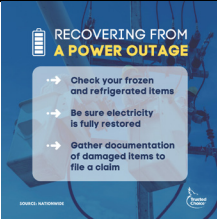
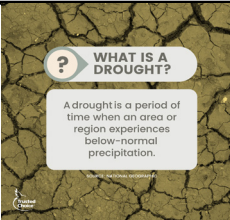
Week 4: January 23th - 29th

Post 1	Copy	Image	Link
Personal	Do you know why it is called black ice?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Here's a tip for winter driving!		Content to Share
Business	Do you understand business liability insurance?		https://bit.ly/3CtMxXn
Post 3	Copy	Image	Link
Personal	Here are some tips to help you drive on black ice!		Content to Share
Business			

Week 5: January 30th - 31st

Post 1	Copy	Image	Link
Personal	Have you heard the term Umbrella Insurance but don't know how it could help protect you? Read this to find out how.		https://bit.ly/3281L80
Business			
Post 2	Copy	Image	Link
Personal			
Business			
Post 3	Copy	Image	Link
Personal			
Business			

Bonus Content

Post 1	Copy	Image	Link
Personal	Do you know what to do after a power outage?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Is your area at risk of a drought?		Content to Share
Business			
Post 3	Copy	Image	Link
Personal			
Business			