

# 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!



Trusted Choice

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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 31 st

> 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

		I	1 1.1
Post 1	Сору	lmage	Link
Personal	Don't be caught off guard with expensive roof repairs this season! Check out these 6 causes of a leaking roof.	DO YOU KNOM MHAT CAN CAUSE A LEAKING ROOF? • CROAD BUILTS • MISIS NI MOOP • MISIS NI MOOP • MISING BUILTS • MISING BUILTS • A CA BOOP	<u>Content to Share Link</u>
Business			
Post 2	Сору	Image	Link
Personal	Have you made insurance part of future planning with your college grad?	Don't Forget to Talk To Your College Graduate About: Renter's Insurance Enroll in Employee Benefits Liability Insurance Auto Insurance Life Insurance Life Insurance	<u>Content to Share Link</u>
Business	Does your company use customer data? Here's why it's important for you to be up to date on data.		<u>https://bit.ly/3gvgtLl</u>
Post 3	Сору	Image	Link
Personal	Are you aware of the reasons why your car insurance rate may change? Here's 5 reasons to consider.		<u>https://bit.ly/3n7OJOl</u>
Business			



## Week 2: May 9th - 15th

May 9- Nother's Day	Сору	Image	Link
Personal	Happy Mother's Day!	HAPPY MOTHER'S PAY	<u>Content to Share Link</u>
Business			
Post 2	Сору	lmage	Link
Personal	Going on a road trip this year? Don't forget these two tips to help you save on gas:	Save Gas on Your Summer Road Truth. Des Ser an monted arrong on storad of each storad opponds, misage by Your Exercised	<u>Content to Share Link</u>
Business	Are you having a hard time making a business decision? Here are 11 myths about decision-making to help you through it.		https://bit.ly/3dHJIsH
ost 3	Сору	lmage	Link
Personal	Do you have home upgrades on your to-do list this year?	Eco-Friendy   Difference   Conduct an energy audit   Install Solar Panels   Option   Reduce Water Usage   Have a programmable thermostat   Use sustainable building materials   Construction	Content to Share Link
Business			



## Week 3: May 16th - 22nd

Post 1	Conv	Imaga	Link
OST I	Сору	Image	LINK
Personal	Do you have a safety check- list for your home while on vacation?	S tips to help protect your horn willio vacation: Vacation Vacotion Vacation Vacation Vacation Vacation Vacation Vacation Vacatio	<u>Content to Share Link</u>
Business			
Post 2	Сору	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.		https://bit.ly/2RZdBMN
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:		<u>https://bit.ly/3sJLTQD</u>
ost 3	Сору	Image	Link
Personal	Is your home protected in case of a flood?	Floads are not covered under homeowner's or rester's policies.	<u>Content to Share Link</u>
Business			



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

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

