



October 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:
Halloween

Key Themes:
Fall
Home Decoration
Safety

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: October 1st - 2nd

Post 1	Copy	Image	Link
Personal	What else do you include in your fall clean- up?	 <p>A graphic titled "Autumn CLEANUP TIPS" with a list of tips: "Use a tarp to make leaf removal quick", "Carry a bucket to dump debris easily", and "Use a leaf blower to clean your gutters". It features a background of autumn leaves and a small "Trusted Choice" logo at the bottom.</p>	Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Read this for tips on how to prepare your home for storms.		https://bit.ly/2Y119zg
Business			
Post 3	Copy	Image	Link
Personal			
Business			

Week 2: October 3rd-9th

Post 1	Copy	Image	Link
Personal	Stay safe when heating your home this fall.		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Here are 4 tips to save energy at home this fall.		Content to Share
Business			
Post 3	Copy	Image	Link
Personal	Have you talked to your independent insurance agent about renewing your insurance?		Content to Share
Business	Have you talked to your independent insurance agent about renewing your insurance?		Content to Share

Week 3: October 10th - 16th

Post 1	Copy	Image	Link
Personal	Stay prepared with this cold weather tip.		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Keep your car ready to run in the cold with this safety tip.		Content to Share
Business	Are you aware of the top ten claims for small businesses?		Content to Share
Post 3	Copy	Image	Link
Personal	Check out these 6 tips for cold weather prep!		https://bit.ly/3zDYQPA
Business			

Week 4: October 17th - 23rd

Post 1	Copy	Image	Link
Personal	Check the wind direction before lighting your fire pit!	 A graphic titled "Fire Pit Safety Tip" with a background of a fire. The text reads: "Always check wind direction before lighting a fire. Be sure to remove anything flammable downwind of the pit." The logo for "Trusted Choice" is in the bottom right corner.	Content to Share
Business			
Post 2	Copy	Image	Link
Personal	What other tips do you have to staying safe while camping?	 A graphic titled "Campfire Safety" with a background of a campfire. The text lists: "Always check if a permit is required", "Clear away any dry leaves and brush", "Watch your children and pets when near the fire", and "Keep the campfire small!". The logo for "Trusted Choice" is in the bottom left corner.	Content to Share
Business	Talk to your independent insurance agent about your business insurance needs.	 A graphic titled "6 THINGS TO KEEP IN MIND WHEN IT COMES TO BUSINESS INSURANCE" with a background of a whiteboard and a pen. The list includes: "Plan for policies you own", "Get a second opinion", "Get the best business insurance", "Get a policy with a good rating", "Read the policy", and "Make sure you understand the policy". The logo for "Trusted Choice" is in the bottom right corner.	Content to Share
Pots 3	Copy	Image	Link
Personal	Read this for an extra safe Halloween.		https://bit.ly/3i4ao8Q
Business			

Week 5: October 24th - 31st

Post 1	Copy	Image	Link
Personal	Keep your furry friends safe this Halloween!		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Stay safe this spooky season!		Content to Share
Business	Is your business property protected?		Content to Share
10/31 Halloween	Copy	Image	Link
Personal	Happy Halloween!		Content to Share
Business	Happy Halloween!		Content to Share



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Key Dates:
Thanksgiving
Black Friday
Small Business Saturday

Key Themes:
Fall
Home Safety
Fire Safety
Traveling

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Week 1: November 1st - 6th

Post 1	Copy	Image	Link
Personal	What does your home need to stay cozy this winter?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Stay safe with these 4 safety tips for your fireplace.		Content to Share
Business	Do you know these common home holiday insurance claims?		https://bit.ly/3u6IPAA
Post 3	Copy	Image	Link
Personal	These are the most common homeowners insurance claims during the holidays.		https://bit.ly/2W8uRl1
Business			

Week 2: November 7th-13th

Post 1	Copy	Image	Link
Personal	Traveling during the holidays can be a lot. If you are traveling, read this before you go.		https://bit.ly/3o4Vjru
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.		Content to Share
Business			
Post 3	Copy	Image	Link
Personal	Are you protected online during the holiday shopping season?		https://bit.ly/3ojeCxt
Business	Is your business ready for increased cyber shopping during the holidays?		https://bit.ly/3ojeCxt

Week 3: November 14th-20th

Post 1	Copy	Image	Link
Personal	Keep your home safe from water damage this winter.		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Is your car ready for winter?		Content to Share
Business	Did you know these are the most expensive claims for small businesses?		Content to Share
Post 3	Copy	Image	Link
Personal	Always stay safe when cooking in your home!		Content to Share
Business			

Week 4: November 21st-27th

Post 1	Copy	Image	Link
Personal	Stay safe while cooking your turkey this year!		Content to Share
Business			
11/25 Thanksgiving	Copy	Image	Link
Personal	Happy Thanksgiving!		Content to Share
Business	Happy Thanksgiving!		Content to Share
11/27 Small Business Saturday	Copy	Image	Link
Personal	Small Business Saturday Campaign Coming Soon.		
Business			

Week 5: November 28th-30th

Post 1	Copy	Image	Link
Personal	Keep your packages safe from porch pirates.		Content to Share
Business			
Post 2	Copy	Image	Link
Personal			
Business			
Post 3	Copy	Image	Link
Personal			
Business			