



September 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:
Labor Day

Key Themes:
Transitioning to Fall
Vacations

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: September 1st - 4th

Post 1	Copy	Image	Link
Personal	Check out these three tips for garage fall maintenance.		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Are you ready for tailgate season?		Content to Share
Business	Do you know how to pick the right insurance agent for you?		https://bit.ly/2UxryDa
Post 3	Copy	Image	Link
Personal			
Business			




Week 2: September 5th - 11th

Monday, 6th	Copy	Image	Link
Personal	Happy Labor Day!		Content to Share
Business	Happy Labor Day!		Content to Share
Post 2	Copy	Image	Link
Personal	Worried about your college students belongings?		Content to Share
Business			
Post 3	Copy	Image	Link
Personal	Help your student keep their belongings safe off campus.		Content to Share
Business			

Week 3: September 12th - 18th

Post 1	Copy	Image	Link
Personal	Here are 4 tips to help you pack safely for your next road trip		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Read these 7 things to consider before buying or renting an RV.		https://bit.ly/2XI1PJy
Business	Looking to work on the foundation of your small business? You should read this before starting.		https://bit.ly/3mixrj7
Post 3	Copy	Image	Link
Personal	Talk to your independent insurance agent to see if personal umbrella insurance is right for you!		Content to Share
Business			




Week 4: September 19th - 25th

Post 1	Copy	Image	Link
Personal	What other summer belongings do you have to pack up in the fall?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Struggling to pick when you should DIY a project vs hiring a professional? Click here to read more:		https://bit.ly/3geLBxZ
Business	Do you know what business income insurance can cover?		Content to Share
Pots 3	Copy	Image	Link
Personal	What's on your list for fall fun?		Content to Share
Business			

Week 5: September 26th - 30th

Post 1	Copy	Image	Link
Personal	Is your yard ready for fall?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	Stay safe while on the road.		Content to Share
Business	Is your business property protected?		Content to Share
Post 3	Copy	Image	Link
Personal			
Business			

Bonus September Content

Post 1	Copy	Image	Link
Personal	Are you prepared for tornado season?		Content to Share
Business			
Post 2	Copy	Image	Link
Personal	High winds are one of the main causes of property damage during a hurricane. Are you prepared?		Content to Share
Business			
Post 3	Copy	Image	Link
Personal	Did you know wildfires occur in 39 states?		Content to Share
Business			