



# 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](mailto: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?		<a href="#">Content to Share</a>
Business			
Post 2	Copy	Image	Link
Personal	Read this for tips on how to prepare your home for storms.		<a href="https://bit.ly/2Y119zg">https://bit.ly/2Y119zg</a>
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.		<a href="#">Content to Share</a>
Business			
Post 2	Copy	Image	Link
Personal	Here are 4 tips to save energy at home this fall.		<a href="#">Content to Share</a>
Business			
Post 3	Copy	Image	Link
Personal	Have you talked to your independent insurance agent about renewing your insurance?		<a href="#">Content to Share</a>
Business	Have you talked to your independent insurance agent about renewing your insurance?		<a href="#">Content to Share</a>

**Week 3: October 10th - 16th**

Post 1	Copy	Image	Link
Personal	Stay prepared with this cold weather tip.		<a href="#">Content to Share</a>
Business			
Post 2	Copy	Image	Link
Personal	Keep your car ready to run in the cold with this safety tip.		<a href="#">Content to Share</a>
Business	Are you aware of the top ten claims for small businesses?		<a href="#">Content to Share</a>
Post 3	Copy	Image	Link
Personal	Check out these 6 tips for cold weather prep!		<a href="https://bit.ly/3zDYQPA">https://bit.ly/3zDYQPA</a>
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 pit. The text reads: "Always check wind direction before lighting a fire. Be sure to remove anything flammable downwind of the pit." The Fire Pit logo is at the bottom.	<a href="#">Content to Share</a>
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 Fire Pit logo is at the bottom.	<a href="#">Content to Share</a>
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 notepad and pen. The list includes: "Pay for services you need", "Get estimates from multiple sources", "Get feedback from customers", "Self-insure your business", "Get plenty of quotes", and "Read and understand the policy". The Fire Pit logo is at the bottom.	<a href="#">Content to Share</a>
Pots 3	Copy	Image	Link
Personal	Read this for an extra safe Halloween.		<a href="https://bit.ly/3i4ao8Q">https://bit.ly/3i4ao8Q</a>
Business			

Week 5: October 24th - 31st

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



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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?		<a href="#">Content to Share</a>
Business			
Post 2	Copy	Image	Link
Personal	Stay safe with these 4 safety tips for your fireplace.		<a href="#">Content to Share</a>
Business	Do you know these common home holiday insurance claims?		<a href="https://bit.ly/3u6IPAA">https://bit.ly/3u6IPAA</a>
Post 3	Copy	Image	Link
Personal	These are the most common homeowners insurance claims during the holidays.		<a href="https://bit.ly/2W8uRl1">https://bit.ly/2W8uRl1</a>
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.		<a href="https://bit.ly/3o4Vjru">https://bit.ly/3o4Vjru</a>
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.		<a href="#">Content to Share</a>
Business			
Post 3	Copy	Image	Link
Personal	Are you protected online during the holiday shopping season?		<a href="https://bit.ly/3ojeCxt">https://bit.ly/3ojeCxt</a>
Business	Is your business ready for increased cyber shopping during the holidays?		<a href="https://bit.ly/3ojeCxt">https://bit.ly/3ojeCxt</a>


Week 3: November 14th-20th

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

**Week 4: November 21st-27th**

Post 1	Copy	Image	Link
Personal	Stay safe while cooking your turkey this year!		<a href="#">Content to Share</a>
Business			
11/25 Thanksgiving	Copy	Image	Link
Personal	Happy Thanksgiving!		<a href="#">Content to Share</a>
Business	Happy Thanksgiving!		<a href="#">Content to Share</a>
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.		<a href="#">Content to Share</a>
Business			
Post 2	Copy	Image	Link
Personal			
Business			
Post 3	Copy	Image	Link
Personal			
Business			