

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	Сору	lmage	Link
Personal	What else do you include in your fall clean- up?	CLEANUP TIPS Use a torp to make leaf removal guick Carry of bucket to dump debris easily Use a seaf blower to clean your gutters Emericans	Content to Share
Business			
Post 2	Сору	lmage	Link
Personal	Read this for tips on how to prepare your home for storms.		https://bit.ly/2Y119zg
Business			
Post 3	Сору	lmage	Link
Personal			
Business			



Week 2: October 3rd-9th

Post 1	Сору	lmage	Link
Personal	Stay safe when heating your home this fall.	TIPS FOR HEATING YOUR HOME THIS FALL Cet your furnace or boiler inspected before using Test all your in-home alarm systems Hero your furplace professionally cleaned Always practice home fire safety	Content to Share
Business			
Post 2	Сору	lmage	Link
Personal	Here are 4 tips to save energy at home this fall.	SAVING ENERGY Saud air teels Tale advantage of the sun's warmen Maintain your heating systems Use your frequence as much as possible Amendated	Content to Share
Business			
Post 3	Сору	lmage	Link
Personal	Have you talked to your independent insurance agent about renewing your insurance?	10 THINGS TO KNOW ABOUT RENEWING INSURANCE 3. Obest with pour agent about rates 3. Consider of pour agent about rates 4. Consider of pour agent about rates 5. Consider of pour agent about 6. Consider of pour agent about 7. Proper for the agent and consider 8. Proper for the agent about 9. Consider Advances on the agent 9. Consider Advances on the agent 9. Consider Advances on the agent 9. Adjust add one 1. Proper for the agent 1. Consider Advances on the agent 1. Consider Adva	Content to Share
Business	Have you talked to your independent insurance agent about renewing your insurance?	10 THINGS TO KNOW ABOUT RENEWING INSURANCE 3 Close with your gard about take 5 Close of you can change converge 5 Close of your parent about 5 Rose of your converge for gard 5 Rose your converge for gard 5 Proper for a rate change 6 Closed or Proper for a rate change 7 Closed or Proper for a rate change 8 Agua and one 9 Agua and one 1 Agua and one 1 Agua and one 1 Agua and one	Content to Share



Week 3: October 10th - 16th

Post 1	Сору	lmage	Link
Personal	Stay prepared with this cold weather tip.	Check your battery condition to help ensure it has cold cranking amps for the area you live in.	Content to Share
Business			
Post 2	Сору	lmage	Link
Personal	Keep your car ready to run in the cold with this safety tip.	Park your car in a garage, under a carport, on the side of a building, or under a tarp it possible.	Content to Share
Business	Are you aware of the top ten claims for small businesses?	Claims for Small Businesses Regulations from Small Businesses From Contents of the Contents	Content to Share
Post 3	Сору	Image	Link
Personal	Check out these 6 tips for cold weather prep!		https://bit.ly/3zDYQPA
Business			



Week 4: October 17th - 23rd

Post 1	Сору	lmage	Link
Personal	Check the wind direction before lighting your fire pit!	Fire Pit Safety Tip Always check wind direction before lighting a fire. Be sure to remove anything flammable downwind of the pit.	Content to Share
Business			
Post 2	Сору	lmage	Link
Personal	What other tips do you have to staying safe while camping?	Campfire Safety Always check if a permit is required Clear away or or leaves and broth Watch your children and past when near the first Resp the campfire amil	Content to Share
	Talk to your independent insurance agent about your business insurance needs.	S THINGS TO KEEP IN MIND THE N IT CORES TO DISTRICT DISTRICT FOR THE NAME OF	Content to Share
Pots 3	Сору	Image	Link
	Read this for an extra safe Halloween.		https://bit.ly/3i4ao8Q
Business			



Week 5: October 24th - 31st

Post 1	Сору	lmage	Link
Personal	Keep your furry friends safe this Halloween!	Halloween Pet Safety MED OF STREET S	Content to Share
Business			
Post 2	Сору	lmage	Link
Personal	Stay safe this spooky season!	HALLOWEEN SAFETY TIPS Was extrasion cards overy for wash areas On the battery operated conduct or fighting of the format youry and is clear of debts or destactes Howe inflated decorations ted down	Content to Share
Business	Is your business property protected?	Commercial Property Insurance Protects your business property like: TOU.S NEMTORY EURPHENT FUNDATION FUND	Content to Share
10/31 Halloween	Сору	Image	Link
Personal	Happy Halloween!	Happy Halloween!	Content to Share
Business	Happy Halloween!	Happy Halloween!	Content to Share





November 2021 Social Media Calendar

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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	Сору	Image	Link
Personal	What does your home need to stay cozy this winter?	Clean + Prepare PREPARE TO BE COZY Clean the Store of the Work of	Content to Share
Business			
Post 2	Сору	Image	Link
Personal	Stay safe with these 4 safety tips for your fireplace.	4 Safety Tips for Fireplaces GAS AND WOOD BURNING Clean the fireplace regularly Schedule an Inspection Close the damper Have sontlammable ug in front of the fireplace	Content to Share
	Do you know these common home holiday insurance claims?		https://bit.ly/3u6IPAA
Post 3	Сору	Image	Link
	These are the most common homeowners insurance claims during the holidays.		https://bit.ly/2W8uRl1
Business			



Week 2: November 7th-13th

Post 1	Сору	lmage	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	Сору	lmage	Link
	Getting packages delivered to your home? Consider setting up a camera or scheduling deliveries to help keep them safe.	30% OF AMERICANS REPORT HAVING HAD A PACKAGE STOLEN AT LEAST ONCE	Content to Share
Business			
Post 3	Сору	Image	Link
	Are you protected online during the holiday shopping season?		https://bit.ly/30jeCxt
	Is your business ready for increased cyber shopping during the holidays?		https://bit.ly/3ojeCxt



Week 3: November 14th-20th

Post 1	Сору	lmage	Link
Personal	Keep your home safe from water damage this winter.	PREVENTION TIPS Prevent Water Damage FACT: Its com course reflected definings to your house and definings to your feet. MININIZE THE RISK: Report on resignation dimanger shalpes the stems.	Content to Share
Business			
Post 2	Сору	lmage	Link
Personal	Is your car ready for winter?	COLD WEATHER GEAR CHECKLIST CAR SUTTON 1. Glass Scraper 2. First Aid Kit 6. Hert Pack 5. Showl	Content to Share
Business	Did you know these are the most expensive claims for small businesses?	Most Expensive Claims for Small Businesses Owners Fig. Content from Fig. Content fig. por ful Content fig. por fu	Content to Share
Post 3	Сору	lmage	Link
Personal	Always stay safe when cooking in your home!	COOKING SAFETY CHECKLIST CHECKLIST District was the control of t	Content to Share
Business			



Week 4: November 21st-27th

Post 1	Сору	lmage	Link
Personal	Stay safe while cooking your turkey this year!	DID YOU KNOW? Parasspring it the pash day for home seems	Content to Share
Business			
11/25 Thanksgiving	Сору	lmage	Link
Personal	Happy Thanksgiving!	Happy Thanksgiving!	Content to Share
Business	Happy Thanksgiving!	Happy Thanksgiving!	Content to Share
11/27 Small Business Saturday	Сору	Image	Link
Personal	Small Business Saturday Campaign Coming Soon.		
Business			



Week 5: November 28th-30th

Post 1	Сору	lmage	Link
	Keep your packages safe from porch pirates.	S WAYS TO MELP PREVENT YOUR PACAGES FROM GETTING STOLL IN word a baseful stores. Solublar per philosopher word a content under the first per philosopher brid content content of the Adj per philosopher for long. Only to an advance address.	Content to Share
Business			
Post 2	Сору	Image	Link
Personal			
Business			
Post 3	Сору	Image	Link
Personal			
Business			

