

2019

JANUARY



SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

Social Media Ideas

01

It's finally here— a new year! Now is an excellent time to do that thing you've been avoiding. Ride the momentum and get started already!

06

Tech changes oh so rapidly, so take today to reflect back on how many exciting new things have been made in the last year.

09

Being active is a key to good health. Encourage your followers and staff to take the stairs, and post pictures!

17

Ask your followers to admit their New Year's Resolution busts— we've all got them! Encourage them and share your own.

28

Now here's a hot topic: data privacy. Get your followers to tell you their opinions on the issue, and facilitate a (healthy) debate.

30	31 New Year's Eve	01 New Year's Day	02	03	04	05 National Bird Day
06 National Technology Day	07	08	09 National Take the Stairs Day	10	11 Human Trafficking Awareness Day	12
13 International Skeptics Day	14	15 National Hat Day	16 Religious Freedom Day	17 Ditch New Year's Resolutions Day	18	19 National Popcorn Day
20	21 Martin Luther King, Jr. Day	22	23 Community Manager Appreciation Day	24	25 Opposite Day	26 NHL All-Star Game
27 Victims of the Holocaust Commemoration Day	28 Data Privacy Day	29	30 National Croissant Day	31	01	02

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PROJECT IDEAS

- ➔ Review your marketing kit and make upgrades, this includes both digital and print versions. Are your service descriptions up to date? Are your customer stories and references stale? Start the year fresh with an updated marketing kit.
- ➔ Review your customer list from an 80/20 perspective. Who are the customers that are having the greatest positive impact on your business in terms of profit, time spent, and happiness? Which customers are pulling you down with little positive impact? Plan to fire your bottom 10 – 20% in the first quarter - it will make your business better.
- ➔ Make a commitment plan. You may have a business strategy, but are you actively executing it? Think about how your team views your goals, and plan how you will demonstrate your commitment to reach them. This could include investing in new technology, training or certifications, or hiring a new staff member—think about what your staff will notice and appreciate.

CONTENT IDEAS

- ➔ Less is more – take some time to sort through the content you have. Are there areas of your website that have gone stale? Do you really need them all? Make a list of the content you think you should remove from your website and get started cleaning.
- ➔ Draft an article that describes your plans for 2019. Writing things down and sharing them with others increases our commitment to getting them done. Think about the things you plan to do to positively impact your customers – and let them know.
- ➔ Write a predictions article that describes how your industry or community will be impacted in the coming year. Think of the areas where your business and the industry overlap, for example in the area of regulations, product releases, or new cloud capabilities that will impact your delivery.

VALENS POINT

Monthly Themes

National Mentoring Month | Get Organized Month | National Hot Tea Month