

2019

FEBRUARY

VALENS POINT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	01 National Freedom from Slavery Day	02 Groundhog Day
03 National Carrotcake Day	04 National Homemade Soup Day	05 Fat Tuesday	06 Ash Wednesday	07 National Send a Card to a Friend Day	08 National Clean Out Your Computer Day	09 National Pizza Day
10	11	12	13	14 Valentine's Day	15 National Caregivers Day	16
17 National Random Acts of Kindness Day	18 President's Day	19	20 National Love Your Pet Day	21	22 National Skip the Straw Day	23
24	25	26	27	28 National Chili Day	01	02

Social Media Ideas

01
Today is set aside as a chance for us all to reflect on what freedom from slavery meant for our country. Take a moment to do this, and remind your followers to also.

06
Happy Mardi Gras! Be festive and celebrate. Tomorrow is Ash Wednesday and the beginning of Lent.

14
Remember when you were young and Valentine's Day just meant a lot of candy? Treat your employees to some sweets—you'll make their day!

17
Share random acts of kindness and encourage others to do the same. (Simple idea: pay for the order of the person behind you and tell them to pass it along!)

28
Share your favorite chili recipe, along with a memory of the person you learned it from! Encourage your followers to do the same, maybe even with an "Office" reference.

PROJECT IDEAS

- These days, keeping our inboxes uncluttered is quite a task. Take some time this month to review your inbox and unsubscribe from all that spam! You can keep on track by planning to revisit and declutter for a few minutes every week.
- Have your computers digitally cleaned this month. February 12th is the day to ensure your systems are up to date, have current anti-virus software, and are backed up. If need be, hire someone to come in and do this work for you. Their recommendations may prevent major issues in the future.
- Plan a staff quarterly training event for each remaining quarter of this year. Think about the systems and products your staff routinely uses and ensure they are proficient. Your staff will notice the commitment to success you demonstrate with this investment. Seek their input and when finished, announce your training schedule to the company.

CONTENT IDEAS

- Look back through your emails for questions from customers, then write a blog post answering them. Consider grouping them by topic, and make sure to answer the ones you've been asked multiple times.
- February provides so many excuses for us to bond with our teams. Potluck lunches are great opportunities for this- and with occasions like homemade soup and chili day this month, there's plenty of cause to gather and eat! Post those smiling faces on social media and your website to show off the team and culture of your business.
- Update your website content with specific keywords. Consider creating a master list of all the keywords you use, and make sure they match the content to which they're assigned. Stuck? Start with listing the services you provide, words/phrases your customers may recognize, and most used search terms.