

2019

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	01 National Homemade Cookies Day	02 National Custodial Workers Day	03 National Techies Day	04 National Golf Lover's Day	05 Do Something Nice Day
06 National Coaches Day	07 National Consignment Day	08	09 National Stop Bullying Day	10 World Mental Health Day	11	12 National Savings Day
13 Navy Birthday	14 National Dessert Day	15 National Pharmacy Technician Day	16 Bosses Day	17 Get to Know Your Customers Day	18 National No Beard Day	19
20	21 Clean Your Virtual Desktop Day	22	23 National Boston Cream Pie Day	24 United Nations Day	25 National Greasy Food Day	26
27 National Make a Difference Day	28 International Medicine Day	29 National Cat Day	30	31 Halloween	01	02

Social Media Ideas

03

Give shoutouts to the people that keep your IT systems working and encourage others to send thank you's to these unsung heroes of the tech world

05

Have a "Random Acts of Kindness" day, encouraging everyone to post a good deed they performed. Remind your followers to get involved!

16

Take today to highlight something your boss is particularly great at. Post about them, and maybe even share a memorable moment from the past year with them.

27

Choose a local charity to partner with, and sponsor an event with them for today.

31

Engage with your followers! Share some fun costume ideas from around the office, and ask them to respond with their own. Kids and pets get extra credit.

PROJECT IDEAS

- Prepare for the Worst – In honor of Halloween this month, plan a “bad things happen” preparedness day. Update your backup and recovery plans, check your insurance coverage, schedule a CPR call for your staff. You never know when something bad will happen, so be like a Boy Scout—always prepared.
- Update your business listings - Use your About Us blurb to update the description of your business on listing and reviews sites like Software Advice, Capterra, Yelp, etc. Your business is probably on numerous business directory sites like YP, SuperPages, and Spoke. Ensure the information is accurate and up to date.
- Get ready for the holidays – Begin to plan your holiday initiatives, special mailings, and designs for email and newsletters. Order cards for the holidays and update your contact mailing lists.

CONTENT IDEAS

- Plan What You’re About – Review and update your ‘About Us’ paragraph. This is an important piece of content and, if done right, can be used in a number of places: website, proposals, etc. Your about clause should give an accurate description of the value and difference you bring to the market.
- Add Some Reviews – Integrate customer quotes on your website. Look at the pages of your website that describe services, products, or projects. Determine how you can showcase customer quotes on these pages to strengthen your social proof.
- Video – Repurpose a blog post into a video. Pick a “list” blog post and create a 60-90 second video from the content, using tools like Powtoons or Lumin 5. Explore video content and see if you want to include it in your next year’s marketing plans!