

2020

FEBRUARY

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SOCIAL MEDIA IDEAS

26	27	28	29	30	31	01 National Freedom From Slavery Day
02 Groundhog Day	03 National Women Physicians Day	04 National Homemade Soup Day	05 World Nutella Day	06 National Frozen Yogurt Day	07 National Send a Card to a Friend Day	08 National Boy Scouts Day
09 National Pizza Day	10 National Clean Out Your Computer Day	11 National Make a Friend Day	12	13	14 Valentine's Day	15 Singles Awareness Day
16 National Almond Day	17 National Random Acts of Kindness Day	18	19 National Chocolate Mint Day	20 National Love Your Pet Day	21 National Caregivers Day	22 National Margarita Day
23 National Banana Bread Day	24 National Tortilla Chip Day	25 Mardi Gras/ Fat Tuesday	26 Ash Wednesday	27 National Chili Day	28	29 Leap Day

04
National Homemade Soup Day
Share your soup recipe and a memory of the person you learned it from or a memorable time it was served.

09
National Pizza Day
Create a contest to identify the favorite pizza in your city. Send a pizza to the winner.

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

25
Fat Tuesday
Be festive and celebrate! Tomorrow is Ash Wednesday and the beginning of Lent.

27
National Chili Day
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.

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PROJECT IDEAS

- Plan a staff quarterly training event for each quarter 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.
- 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.

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.
- 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.
- 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.

VALENS POINT

MONTHLY THEMES

Black History Month // American Heart Month // National Time Management Month