

2020

APRIL

VALENS POINT

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SOCIAL MEDIA IDEAS

29	30	31	01 April Fools Day	02 National Reconciliation Day	03 Find a Rainbow Day	04 National Handmade Day
05 Gold Star Spouses Day	06	07 World Health Day	08	09 National Siblings Day	10 Good Friday	11 National Pet Day
12 Easter Sunday	13 Easter Monday	14 National Pecan Day	15 Stress Awareness Day	16	17 Get to Know your Customers Day	18
19	20	21	22 National Girl Scout Leader's Day	23	24 National Arbor Day	25 National Rebuilding Day
26	27	28	29	30 National Honesty Day	01	02

02**National Reconciliation Day**

Time for a little self-reflection. Is there anyone you should reach out and reconcile with? Now could be a good time.

07**World Health Day**

Good time to remind others of the incredible work done by nurses and other healthcare providers around the world and show appreciation especially now as we face COVID-19 all across the globe.

15**Stress Awareness Day**

April is Stress Awareness Month and as such a good time to recognize the stresses that your customers and staff face, and demonstrate empathy.

24**National Arbor Day**

Have a contest to collect money for planting trees at a local park or shade-less place. Create a GoFundMe page – use social media to build awareness. Maybe match the total funds raised. Celebrate the outcome.

30**National Honesty Day**

Have some fun with this. Spend the day answering all questions truthfully and ask others to do the same.

PROJECT IDEAS

- ➔ Think long-term. You might find yourself with some spare capacity—plan ahead for this eventuality. This will be a good time to attack those important, but non-urgent projects. For example, updating your website to better reflect what you do, or reviewing your email marketing strategy and drip campaigns. Things will get better, be ready for that.
- ➔ Think about what you can do to help your staff (and customers) reduce stress in these uncertain times. Make calls, send cards, be there. Lead by example. Inspire your colleagues and employees by being optimistic but also realistic.
- ➔ Think about how to grow your relationships, then get ready for growing season by giving your customers lots of attention. Call former customers to check on how they are doing. In both cases, be encouraging and optimistic. You will get through this but, need to be sure you are doing everything you can, and help others do the same.

CONTENT IDEAS

- ➔ Write or update your new contact introduction email sequence. Use recent project examples, introduce staff and management, and allow new contacts to learn why they would want to continue to receive emails from you.
- ➔ Write a blog post about how you and your team are reducing stress working from home. This is a great time to talk about personal habits like fitness routines, meditation, eating right, and other stress reducing strategies. Your audience will certainly relate and appreciate you sharing your ideas.
- ➔ Think about or share encouraging information or tips on social media. Take the time call your employees, just to find out how they are. Listen. Reassure, but be honest. Acknowledge the uncertainty and fears people may have, but strive to encourage and reassure.