

2020 OCTOBER

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SOCIAL MEDIA IDEAS

27	28	29	30	01 112 th Birthday of the Ford Model T	02 National Manufacturing Day	03 National Techies Day
04	05	06 National German-American Day	07	08	09 National Leif Erikson Day	10 National Chess Day
11 General Pulaski Memorial Day	12 Columbus Day	13 Navy Birthday	14	15 Napoleon Bonaparte Begins Exile on St. Helena	16 National Bosses Day	17
18	19	20	21 Trafalgar Day	22	23	24 Birthday of the United Nations
25 Picasso's Birthday	26	27 National Make a Difference Day	28 384 th Birthday of Harvard University	29	30	31 Halloween!

03
Techies Day
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

16
Bosses Day
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
Charity Work
Choose a local charity to partner with, and sponsor an event with them for today.

31
Halloween
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.

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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.

Adopt a Shelter Dog Month
Breast Cancer Awareness Month

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!