

2020 NOVEMBER

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SOCIAL MEDIA IDEAS

01 Daylight Savings Time Ends	02	03 Election Day	04 National Stress Awareness Day	05	06	07 National Bison Day
08 National STEM/STEAM Day	09	10 Marine Corps Birthday	11 Veteran's Day	12	13 World Kindness Day	14
15 National Philanthropy Day	16	17 National Homemade Bread Day	18	19	20	21 National Adoption Day
22	23	24	25 National Parfait Day	26 Thanksgiving	27	28 Small Business Saturday
29	30 Cyber Monday	01	02	03	04	05

01
Daylight Savings Time Ends
Make sure to remind your followers to turn back their clocks for Daylight Savings today with the hashtag #FallBack - they'll be thankful for sure.

08
STEM Day
Fun fact: The November 8th date is a play on words because NOV8 sounds like innovate-making it the perfect date to inspire innovation! Take today to ask the people in your life who work in STEM/STEAM about their work.

26
Thanksgiving
This Thanksgiving, take time to slow down and eat, drink, and be thankful. Enjoy time with family and friends, and take some time to thank them for being in your life!

28
Small Business Saturday
Today is an excellent chance for us all to support the small businesses that we know and love. Highlight your favorites in a newsletter or blog post, and let them know how important they are to your community!

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PROJECT IDEAS

- Update your email templates for newsletters and workflows. Incorporate any new identity and branding elements to keep things up to date and fresh. Ensure you have congruence (the brand your customers see via email looks like the brand your customers see online and in person.)
- Put your legal team to work! Update your privacy policy and use it on your website. Have them review and update your proposal terms and conditions too.
- Do an online presence audit. Analyze your website, your business directory listings, your reviews and online reputation, search engine rankings, and website statistics. Look for issue areas and make a plan to improve areas that are underperforming.

MONTHLY THEMES

Caregivers Appreciation Month

Diabetes Awareness Month

CONTENT IDEAS

- Update your proposal templates. Review the proposals you sent this year and update your standard templates with new project references, standard language, and terms and conditions.
- Interview your customer support or service staff and write an article about how to improve interaction when things go wrong and people need support. Create a checklist for your customers and reference it in your next newsletter.
- Create a calculator that determines the cost savings or other tangible benefit of your business. This could be an interactive area of your website or a download worksheet.