

2020 DECEMBER

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SOCIAL MEDIA IDEAS

29	30	01 Rosa Parks Day	02 Special Education Day	03	04	05 Repeal Day
06 Miners' Day	07 Pearl Harbor Remembrance Day	08	09 National Christmas Card Day	10 Nobel Prize Day	11	12
13 National Cocoa Day	14 National Bouillabaisse Day	15 Bill of Rights Day	16	17 National Maple Syrup Day	18 National Twin Day	19
20	21 Winter Solstice	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day
27	28	29	30	31 New Year's Eve	01 New Year's Day	02

05
Repeal of Prohibition Day
Celebrate the repeal of Prohibition with your followers by posting your favorite holiday drink suggestions and recipes. Ask for theirs and repost some!

09
Christmas Card Day
Share a picture of your team writing Christmas cards. Ask your followers to share pictures of the place where they display the cards they receive, and swap creative display ideas.

21
Winter Solstice
Celebrate this holiday with your followers by writing an ode to bacon, the most delicious of all the meats! Share your favorite recipes that include bacon and ask your followers for their recommendations.

31
New Year's Eve
Post you and your team's favorite memories from this year. Get ready for the new year by asking your followers what they most appreciated from you this year, and what they want to see in the future!

PROJECT IDEAS

- ➔ Ask your employees to look forward- what would they like to accomplish in the coming year? Collect ideas and then do some of your own brainstorming. What strengths of theirs can you plan to capitalize on? What areas can you maybe encourage growth in?
- ➔ Review and update your pipeline and forecast. If you are holding deals on the forecast that haven't changed status or been updated in Q4 - purge them. It's better to start with a fresh and realistic set of opportunities than to pull long shots into the New Year. Your forecast will be much more accurate if you are honest about your deals.
- ➔ Schedule your referral network interactions for the first quarter of 2019. Determine the best time to invest time with your referral sources and get them on the calendar for the New Year. It's also a great excuse to wish them Merry Christmas and Success in the New Year.

CONTENT IDEAS

- ➔ Film a thank you video for all of your 2019 customers. Include their logos and pictures (as many identifiers as possible!). Involve your team members and encourage them to express their gratitude for the customers that keep you in business.
- ➔ Write a blog article discussing the best and worst memories of your year. Talk about lessons you've learned as a company, and what you're looking forward to in the coming year. Predict some trends that could impact your key audience in 2020.
- ➔ Develop and/or update your company description. This should include a summary of your audience, your difference, and your impact. Write three versions, varying in length and detail: a sentence, one paragraph, and 3 paragraph. Use this to update your LinkedIn company page and business directory listings, based on word-count limits and what's appropriate.