

Month	Post Promotions	Prepare for Future	Events to Plan
December	Early to Mid Dec: Christmas! Late Dec: New Year's	Black History, Month and Valentine's Day	Want products for Valentine's, make contacts!
January	Early Jan: New Year's Resolutions, Organization, & MLK! Late Jan: Ground Hog Day, Valentine's, & Black History Month	Start posting Valentine's Day and prepare for St Paddy's Day	Spring Fling, New Baby, Easter
February	Early Feb: Black History Month & Valentine's Late Feb: Mardi Gras	Start posting St Paddy's Day and prepare for Easter/Spring	Teacher Appreciation, Mother's Day
March	Early March: St Patrick's Day Late Mar: Easter	Start posting about Easter, Gardening, New Babies, and other Spring Goodies	June Bride, Father's Day, & Graduation
April	Early-Mid April: Easter Late April: Cinco de Mayo	Start posting about Mother's Day / Memorial Day	Summer Time! Camping, Last Day of School
May	Early May: Cinco de Mayo & Mother's Day Mid May: Memorial Day & Father's Day	Finish up those Early May posts and get Father's Day on the Books	Family Vacation/ Travel—Fourth of July
June	Summer!	Summer!	Plan Back to School
July	Early July: Summer Mid to Late July: Back to School	Summer! Start planning for Fall	Narrow down BTS products
August	Fall, Back to School, Apples	Fall	Prepare for Halloween
September	Pumpkins, Hayrides, Apples, Fall—Halloween	Prepare for Halloween	Start making those Holiday Gift Guide contacts!
October	The whole month: Halloween	Start preparing for Thanksgiving	Firm up the Gift Guide
November	Thanksgiving, Black Friday, Cyber Monday, Small Business Saturday	Are you read for Christmas?	Get January's plans nailed down
December	Christmas, New Years	Think about & voice goals for next year	Relax & enjoy the Holiday income

Event Reminder—if you need products, interviews, or other info from others you need to get that plan in place and start making the contacts 10 to 12 weeks prior to the day!

MAJOR Holiday Reminder—to maximize on search and social media traffic you need to post 4 to 6 weeks prior to the Holiday and continue publishing each week all the way up.

Minor Holiday Reminder—depending on the nature of your site those Minor holidays can be posted the week before (Like Talk Like a Pirate Day) and heavily promoted the day of the minor Holiday

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