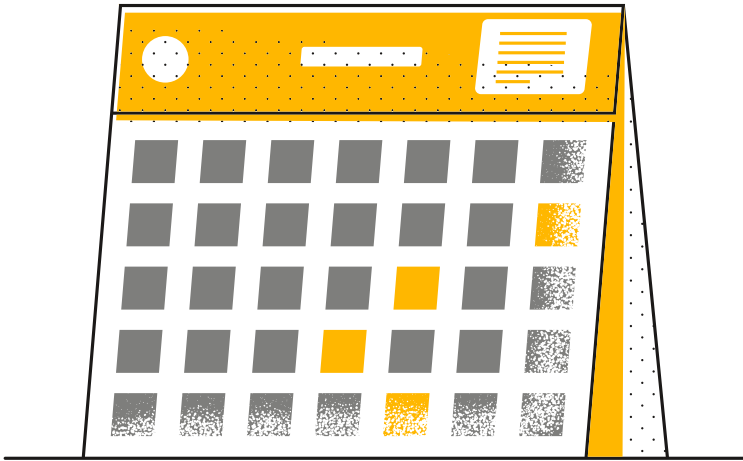


# CONTENT CALENDAR

## FOR YOUR RENEWABLE ENERGY COMPANY

ONE YEARS' WORTH OF CONTENT IDEAS FOR SOCIAL  
MEDIA POSTS, EMAIL MARKETING, AND BLOGS.



**sociable**  
media

# COMMON CONTENT CALENDAR THEMES



**DID YOU KNOW?**



**MOTIVATIONAL  
OR  
INSPIRATIONAL  
QUOTES**



**CUSTOMER  
TESTIMONIAL  
(SOURCE THESE  
FROM GOOGLE)**



**FEATURE A  
PRODUCT**



**SHARE YOUR  
COMPANY  
VALUES**



**ON LOCATION**



**ASK A  
QUESTION**



**USE INSTAGRAM  
& FACEBOOK  
STORIES**



**SHARE A  
STATISTIC**



**SHOUT OUT AN  
EMPLOYEE**



**HOW IT'S MADE  
(EXPLAIN THE  
PROCESS SO THE  
CUSTOMER KNOWS  
WHAT TO EXPECT)**



**COMPANY  
HISTORY**



**INTRODUCE  
YOURSELF**



**VIDEO (THIS IS  
HUGE) - USE A  
30-SECOND CLIP**



**TRIVIA & POLLS  
(THESE  
INCREASE  
ENGAGEMENT)**



**LINK TO YOUR  
WEBSITE**



**SEASONAL RELATED  
POSTS  
(SPRING/SUMMER/FAL  
L/WINTER &  
ACTIVITIES  
ASSOCIATED WITH  
THEM)**

# THEMES THAT ARE RENEWABLE ENERGY SPECIFIC



**HOW TO BE ENERGY  
EFFICIENT IN YOUR  
EVERYDAY LIFE**



**HOW TO  
WEATHERPROOF  
YOUR HOME**



**REPLACE OLD  
WINDOWS WITH  
NEW ENERGY-  
EFFICIENT  
WINDOWS**



**REPLACE OLD  
FURNACE WITH A  
NEW ENERGY-  
EFFICIENT  
FURNACE**



**PROPERLY  
MAINTAIN  
FURNACE**



**USE SOLAR  
HEAT IF  
POSSIBLE**



**TURN DOWN  
THERMOSTATS**



**TAKE URBAN  
TRANSIT OR  
UBERX**



**TURNING OFF  
LIGHTS WHEN  
LEAVING A ROOM**



**USE ENERGY-  
EFFICIENT  
COMPACT  
FLUORESCENT  
LIGHT BULBS**



**RUN DISHWASHER  
AND WASHING  
MACHINE ONLY  
WHEN FULLY  
LOADED**



**LOWER WATER  
HEATER  
TEMPERATURE**



**CARPOOL  
WHENEVER  
POSSIBLE**



**UNPLUG UNUSED  
APPLIANCES**

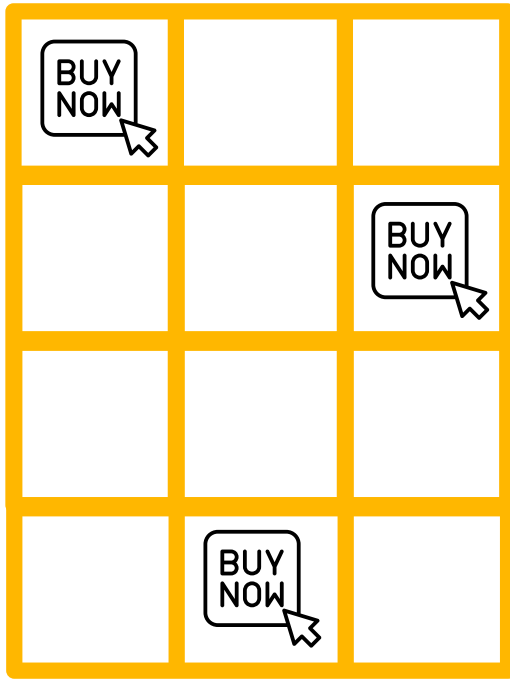


**TAKE SHORTER  
SHOWERS**



**HOW TO BECOME  
A ZERO WASTE  
HOUSEHOLD**

# FOLLOW THE ONE IN FIVE RULE WHEN POSTING SOMETHING THAT YOU'RE SELLING



IT'S GREAT TO SELL - BUT YOU  
WANT TO AIM FOR 1 IN 5 POSTS.  
TOO MUCH WILL COME ACROSS AS  
SPAMMY, AND TOO LITTLE WON'T  
DIRECT YOUR CUSTOMER TO YOUR  
MAIN GOAL.

# HERE ARE SOME SPECIAL DAYS TO GET YOU STARTED

## Q1

### JANUARY

- 1/10 NATIONAL CUT YOUR ENERGY COSTS DAY

### FEBRUARY

- 2/14 VALENTINE'S DAY (RUN A CONTEST)
- HAVE A DEAD OF WINTER CONTEST (SEND IN YOUR PRODUCT PHOTOS - AN ENGAGEMENT OPPORTUNITY (ASK FOR USER CONSENT TO USE FOR MARKETING PURPOSES))
- NATIONAL ENGINEERS WEEK - WEEK OF FEB. 19 FROM SATURDAY TO SATURDAY

### MARCH

- DAYLIGHT SAVINGS TIME - SECOND SUNDAY IN MARCH
- THE SECOND FRIDAY IN MARCH IS SOLAR APPRECIATION DAY
- 3/14 NATIONAL PI DAY
- 3/25 (2023) EARTH HOUR

# HERE ARE SOME SPECIAL DAYS TO GET YOU STARTED

## Q2

### APRIL

- APRIL 1ST: APRIL FOOL'S DAY (HAVE A LITTLE FUN)
- TIME TO GET SPRING CLEANING
- APRIL 22 (2023): EARTH DAY

### MAY

- MAY 4TH: NATIONAL STAR WARS DAY (MAY THE FOURTH BE WITH YOU!)
- MOTHER'S DAY - SECOND SUNDAY IN MAY
- MAY 16: NATIONAL LOVE A TREE DAY
- MAY LONG WEEKEND (MEMORIAL OR VICTORIA DAY)
- BBQ SEASON

### JUNE

- JUNE 8: WORLD OCEANS DAY
- FATHER'S DAY
- JUNE 21: SUMMER SOLSTICE
- THE NBA FINALS AND THE STANLEY CUP FINALS BOTH TAKE PLACE IN JUNE (ASK FOLLOWERS WHICH TEAM THEY ARE CHEERING FOR)

# HERE ARE SOME SPECIAL DAYS TO GET YOU STARTED

## Q3

### JULY

- CANADA DAY (1ST) AND INDEPENDENCE DAY (4TH)
- JULY 10: GLOBAL ENERGY INDEPENDENCE DAY. THIS DAY PROMOTES AWARENESS OF ALTERNATIVE FORMS OF ENERGY. THE DAY ALSO OFFERS OPPORTUNITIES TO LEARN MORE ABOUT RENEWABLE FORMS OF ENERGY, SUCH AS SOLAR, WIND, AND GEOTHERMAL. THE DATE OF JULY 10TH COINCIDES WITH THE BIRTHDAY OF NIKOLA TESLA, WHO WAS BORN IN 1856. TESLA MADE MANY BREAKTHROUGHS IN THE AREA OF ELECTRIC POWER. HIS INVENTIONS HELPED PAVE THE WAY TO DISCOVER OTHER FORMS OF ENERGY.

### AUGUST

- AUGUST 1 (2023): SUPER FULL MOON. AUGUST'S MOON IS CALLED THE STURGEON MOON, NAMED AFTER THE ANCIENT FISH THAT SWIM IN NORTH AMERICA. THEY WERE ONCE ABUNDANT AND EASILY CAUGHT DURING THE HEAT OF AUGUST SUMMER.
- AUGUST 16 (2023): NATIONAL TELL A JOKE DAY
- AUGUST 19: WORLD HUMANITARIAN DAY

# HERE ARE SOME SPECIAL DAYS TO GET YOU STARTED

## Q3

### SEPTEMBER

- LABOR DAY WEEKEND
- SEPT 16 (2023): INTERNATIONAL DAY FOR THE PRESERVATION OF THE OZONE LAYER. THE UN ESTABLISHED THIS DAY TO SPREAD AWARENESS ABOUT THE IMPORTANCE OF THE OZONE LAYER. THIS LAYER OF THE EARTH'S STRATOSPHERE IS LOCATED 9 TO 18 MILES ABOVE THE EARTH'S SURFACE. THE OZONE LAYER PLAYS A HUGE ROLE IN PROTECTING OUR HEALTH AND THE ENVIRONMENT.
- SEPT 21: ZERO EMISSIONS DAY HAS EVOLVED INTO A WORLDWIDE MOVEMENT THAT AIMS TO BURN NO FOSSIL FUELS FOR 24 HOURS THAT DAY. IT ALL STARTED IN 2008 WHEN FOUNDER KEN WALLACE LAUNCHED A WEBSITE IN NOVA SCOTIA, CANADA, CALLING FOR 21 SEPTEMBER TO BE A DAY OF ZERO FOSSIL FUEL CONSUMPTION.
- NATIONAL DRIVE ELECTRIC WEEK IS SEP 22-OCT 1, 2023, A NATIONWIDE CELEBRATION TO RAISE AWARENESS OF THE MANY BENEFITS OF ALL-ELECTRIC AND PLUG-IN HYBRID CARS



# HERE ARE SOME SPECIAL DAYS TO GET YOU STARTED

## Q4

### OCTOBER

- WORLD ARCHITECT DAY - FIRST MONDAY IN OCTOBER
- OCTOBER 8-14: NATIONAL FIRE PREVENTION WEEK
- OCTOBER 24: INTERNATIONAL DAY OF CLIMATE ACTION
- THANKSGIVING (CANADA)

### NOVEMBER

- DAYLIGHT SAVINGS TIME ENDS ON THE FIRST SUNDAY IN NOVEMBER AT 2:00 AM.
- THANKSGIVING (USA)
- BLACK FRIDAY/CYBER MONDAY - ENCOURAGE PEOPLE TO SHOP FOR ECO-FRIENDLY PRODUCTS.

### DECEMBER

- CREATE A SERIES OF POSTS CALLED 12 DAYS OF CHRISTMAS - (12 POSTS IN A ROW FOR 12 DAYS).
- DECEMBER 17: NATIONAL UGLY CHRISTMAS SWEATER DAY - THIRD FRIDAY IN DECEMBER
- SEASONS GREETINGS!

# HERE'S AN EXAMPLE OF HOW YOU CAN PLAN YOUR MONTH

## WEEK 1



MOTIVATIONAL QUOTES



WHAT YOU ARE SELLING



ENERGY SAVING TIPS!

## WEEK 2



STATISTIC



A BIT ABOUT YOUR COMPANY



INTRODUCE A TEAM MEMBER!

## WEEK 3



WHAT YOU ARE SELLING



CUSTOMER TESTIMONIAL



DID YOU KNOW?

## WEEK 4



BEHIND THE SCENES



FEATURE A PRODUCT



WHAT YOU ARE SELLING

- YOU CAN MIX UP YOUR THEMES TO SUPPORT WHAT YOU'RE SELLING
- SWITCH UP YOUR DAYS TO SUPPORT YOUR OVERALL BUSINESS STRATEGY - MONDAY/WEDNESDAY & FRIDAY ARE JUST A STARTING POINT
- YOUR ANALYTICS WILL TELL YOU THE BEST DAYS & TIMES TO POST & YOU CAN ADJUST AS NEEDED
- ADD SPECIAL DAYS IN WHERE IT MAKES SENSE
- LEAVE A DAY OR TWO FREE TO POST A VIDEO OR SOMETHING "ON TREND" OR IN THE NEWS
- PLANNING WILL SET YOU UP FOR SUCCESS

For help with your strategy or  
content, reach out to us @

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media

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