

Posting calendar

A calendar for creating seasonally relevant posts

A good way to keep posting regularly with varied content is to prepare a calendar for your posts. You can enter upcoming posts and prepare topics in advance. Below are some seasonal events and ideas for topics you could draw on.

Posting calendar			
Date	Topic	Date	Topic
January		July	
Early January	– New Year’s resolutions (article on New Year’s financial resolutions , contest, etc.)	Mid-July	– Summer vacation (reminder about the importance of getting travel insurance for peace of mind on vacation)
Mid-January	– RRSP Campaign (RRSP Calculator , article: RRSP or TFSA? , etc.)	August	
February		August	– Peek-a-Boo and Kiddy plans (customized enrolment links)
February 14	– Valentine’s Day	September	
Mid-February	– Reminder that the deadline for RRSP contributions is March 1	Early September	– Back to school (article: Am I covered under my parents’ insurance?) – Labour Day weekend (contest)
March		September 6	– “Read a Book Day” (suggest recommended books for personal finance, for example, and ask followers to comment with the book that affected them the most)
March	– Tax returns (article: Income tax quick reference) – March break	Mid-September	– Share the iA Financial Compass
Late March	– Popular time for buying a home (life event: Buying a home)	Late September	– Travel insurance for “snowbirds” (share your TuGo link)
April		October	
Mid-April	– Reminder that the deadline to submit income tax returns is April 30	Early October	– Fire prevention week (article: How to avoid the four main causes of fires in the home)
Late April	– Popular time for buying a car (Car insurance , iAAH Privilege Line, etc.)	Mid-October	– Education savings (RESP Calculator)
May		October 31	– Halloween
May	– Mother’s Day – Auto insurance renewal period (Hit and run: What should you do? and Essential items to keep in your vehicle in case of an emergency articles)	November	
June		November	– Time change (reminder about the importance of changing your smoke alarm batteries)
Mid-June	– Popular time for moving (articles: Tips and tricks: How to find the perfect apartment and Why do I need insurance if I am a tenant? , iAAH Privilege Line, etc.)	December	
End of June	– Father’s Day – End of the school year	Early December	– Reminder about changing to winter tires (article: Is your car ready for winter?)
		Mid-December	– Holidays (articles: Is your Christmas tree safe? , Survival guide for a successful holiday season , wish your clients happy holidays)



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