

CONTENT CALENDAR

OCTOBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 1 International Coffee Day	2	 3 World Animal Day	4 Share a testimonial	5 Launch a Halloween campaign or giveaway	6	7
8	9 Share a day in a life from an employee	 10 World Mental Health Day	11 Share a case study	12	13 Highlight a supplier or partner	14 Share the latest industry news
15 Share a how-to video	 16 World Food Day	17	 18 Ride2Work Day	19 Hop on a trend through Reels or TikTok	20 Share a tour of your workplace	21
22 Share tips and tricks for your product/service	23 Celebrate a milestone or achievement	24	25 Share an interactive story	26 Share a Black Friday teaser	27 Share a before and after of your service	28
29	30 Get in early and launch your Black Friday campaigns	 31 Halloween	1	2	3	4