



LRCOMMS

Plan, Create, Engage.



Hello

Communicating with your target audience is one of the most important parts of running a small business, but it can also be one of the most time-consuming and stressful parts, as you often struggle to think of things to say or ways to engage. This social media calendar is here to help you to Plan, Create and Engage in an easy, effective and interesting way throughout 2020.

Planning ahead and mapping out your roadmap for each quarter of 2020 by identifying those key dates events or seasons is a great place to start. Then take it one 90-day period at a time, concentrating on 1 or 2 key themes and incorporating the most appropriate awareness days into your plan.

This social media calendar will help to keep you on track and give you great ideas to help you to plan your content for your social media or why not your vlogs and newsletters too. We really want to help you to get the most out of your communications and marketing and would love to hear how you get on.

Feel free to send us your content creations for us to admire at hello@lrcomms.co.uk

Have fun,

Lucy Rennie



Our 5 Step Framework

We believe that managing your communications and marketing needs a very clear structure:



1.

Define Goals and Vision

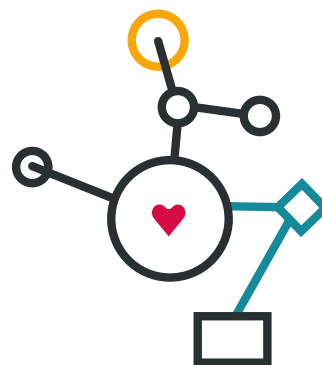
Your business is literally part of your DNA, right? So it makes sense that your communications and marketing plan starts with you – understanding your goals and ambitions for the business, and translating them into a vision, brand, purpose and customer journey. It's these values that then provide the bedrock for every element of engagement with your customers, partners, suppliers and staff.



2.

Assess Opportunity and Risk

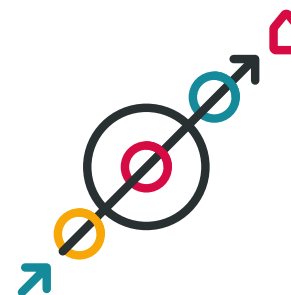
What do you know about your customers and target audience? How about the environment in which you operate? What are the strengths and weaknesses of your business? Are you making the most out of opportunities and are you mitigating all risks? Our support in analysing your market, competitors and stakeholders will help you to develop a story and messaging that make sense and add value.



3.

Build a Strategy, Create a Plan

Once you are clear about your business goals and the environment in which you're operating, you can bring it all together in a clear roadmap with a set of communications and marketing actions, channels and tools based upon the type of audience or people that you want to communicate with. Think about prioritising your goals and actions, it is simply not possible to do everything at once, especially at the same time as running your small business. Don't forget to put in place measures so you're able to see what's working and what's not.



4.

Take Action

You need to start taking action in the most appropriate way to create the most impactful communication for your business. Start by creating a 90 day plan and focus on just 1 or 2 key actions that will help you to get the results that you are looking for. That could be by making contact and building relationships with your warmest leads, thinking about how to create emotion and engage with your customers through video, blogging, events or event direct mail. (No print isn't dead yet!)



5.

Achieve Results

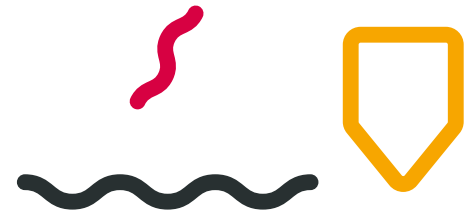
If you haven't defined the results you want to see, how will you know what success looks like? You need to take the time to set up meaningful and measurable targets and KPIs, with a robust process in place to monitor and adjust where needed. Regular review and revision equally helps you to understand what is working so that you can do more of it and what is not working so you can stop doing it!



Let's make something
magical happen

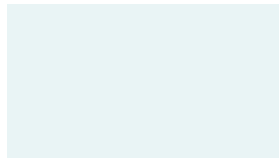
Lucy Rennie

January 2020



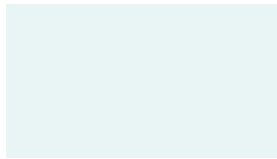
Mon

30



Tue

31



Wed

01

- Bank Holiday
- New Year's Day
- Dry January
- Veganuary

Thu

02

- Science Fiction Day (US)

Fri

03

Sat

04

- World Braille Day

Sun

05

06

- National Shortbread Day
- Big School
- BirdWatch

07

08

- Show and Tell at Work Day

09

10

11

12

- National Pharmacist Day

13

- Make Your Dreams Come True Day

14

15

16

- National Nothing Day

17

18

- Winnie the Pooh Day

19

- World Religion Day

20

- Big Energy Saving Week
- Brew Monday (Samaritans)

21

- Squirrel Appreciation Day
- National Hug Day

22

23

- National Pie Day

24

- International Day of Education

25

- Burns Night
- Chinese New Year
- St Dwynwen's Day (Welsh Valentine's)

26

- Grammy Awards (US)*

27

- International Chocolate Cake Day
- Holocaust Memorial Day
- Australia Day

28

29

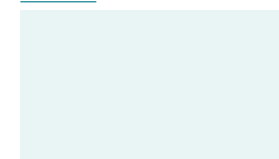
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- Young Carers Awareness Day

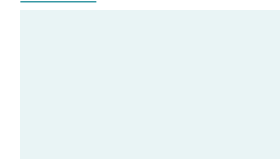
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- Deadline for self-assessment tax return for the year ending 5/4/19, submitted online to HMRC

01



02

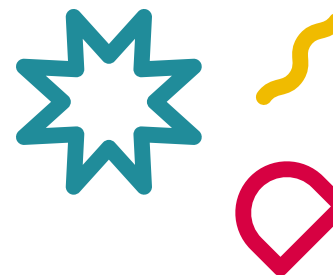


February 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>01</u>	<u>02</u>
					<ul style="list-style-type: none"> National Storytelling Week LGBT History Month 	<ul style="list-style-type: none"> British Yorkshire Pudding Day World Wetlands Day
<u>03</u>	<u>04</u>	<u>05</u>	<u>06</u>	<u>07</u>	<u>08</u>	<u>09</u>
<ul style="list-style-type: none"> National Apprenticeship Week 	<ul style="list-style-type: none"> World Cancer Day 	<ul style="list-style-type: none"> World Nutella Day 		<ul style="list-style-type: none"> Send a Card to a Friend Day Wear Red Day 		<ul style="list-style-type: none"> National Pizza Day 92nd Academy Awards (Oscars) *
<u>10</u>	<u>11</u>	<u>12</u>	<u>13</u>	<u>14</u>	<u>15</u>	<u>16</u>
<ul style="list-style-type: none"> International Epilepsy Day Student Volunteering Week 	<ul style="list-style-type: none"> International Day of Women & Girls in Science Safer Internet Day 		<ul style="list-style-type: none"> World Radio Day 	<ul style="list-style-type: none"> Valentine's Day International Book Giving Day 		
<u>17</u>	<u>18</u>	<u>19</u>	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>
<ul style="list-style-type: none"> Random Acts of Kindness Day 			<ul style="list-style-type: none"> World Day of Social Justice National Love your Pet Day 	<ul style="list-style-type: none"> International Mother Language Day 	<ul style="list-style-type: none"> World Thinking Day 	
<u>24</u>	<u>25</u>	<u>26</u>	<u>27</u>	<u>28</u>	<u>29</u>	<u>01</u>
<ul style="list-style-type: none"> Cornish Pasty Week Real Bread Week Fairtrade Fortnight 	<ul style="list-style-type: none"> Shrove Tuesday 					

March 2020



Sun 01

- Dementia UK's Time for a Cuppa
- St. David's Day
- Zero Discrimination Day

Mon

02

- British Pie Week
- National Careers Week

Tue

03

- World Wildlife Day
- World Hearing Day

Wed

04

Thu

05

- World Book Day
- Crufts 2020

Fri

06

- British Science Week

Sat

07

08

- International Women's Day

09

- Sport Relief (UK)
- National Butchers Week

10

11

12

- World Kidney Day

13

- The Great British Spring Clean 2020

14

15

16

- Nutrition and Hydration Week
- Disabled Access Day

17

- St Patrick's Day

18

- Global Recycling Day

19

20

- French Language Day
- International Day of Happiness
- Spring Equinox

21

- World Poetry Day
- World Down Syndrome Day
- International Day of Forests

22

- Mothering Sunday
- World Water Day

23

- World Meteorological Day

24

- World Tuberculosis Day

25

- International Waffle Day

26

27

- Disney Mulan Release*
- World Theatre Day
- Wear a Hat Day

28

- English Tourism Week

29

- Daylight Saving

30

31

01

02

03

04

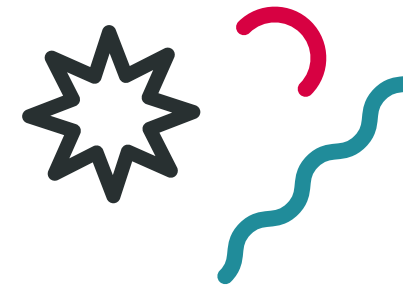
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April 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
29	30	01 <ul style="list-style-type: none">• April Fool's Day• Stress Awareness Month	02 <ul style="list-style-type: none">• World Autism Awareness Day• International Children's Book Day	03 <ul style="list-style-type: none">• Walk to Work Day	04 <ul style="list-style-type: none">• International Carrot Day	05
06 <ul style="list-style-type: none">• End of Tax Year 2019/20• Discover National Parks Fortnight	07 <ul style="list-style-type: none">• World Health Day	08	09	10 <ul style="list-style-type: none">• Bank Holiday• Good Friday• National Siblings Day	11 <ul style="list-style-type: none">• World Parkinson's Day	12 <ul style="list-style-type: none">• Easter Sunday• International Day of Human Space Flight
13 <ul style="list-style-type: none">• Easter Monday• Bank Holiday	14 <ul style="list-style-type: none">• Look up at the Sky Day	15	16 <ul style="list-style-type: none">• Last Day of Passover• World Voice Day	17	18 <ul style="list-style-type: none">• International Day for Monuments and Sites	19
20 <ul style="list-style-type: none">• Chinese Language Day	21 <ul style="list-style-type: none">• National Tea Day	22 <ul style="list-style-type: none">• International Mother Earth Day• National Stationery Week• The Big Pedal	23 <ul style="list-style-type: none">• St George's Day• Shakespeare Day• English Language Day	24 <ul style="list-style-type: none">• Ramadan begins	25 <ul style="list-style-type: none">• World Malaria Day	26
27 <ul style="list-style-type: none">• Water Saving Week• National Gardening Week	28 <ul style="list-style-type: none">• World Day of Safety and Health at Work	29 <ul style="list-style-type: none">• Mental Health Awareness Week	30 <ul style="list-style-type: none">• International Jazz Day	01	02	03

May 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>01</u> <ul style="list-style-type: none">• National Walking Month• National Share a Story Month• Local and Community History Month	<u>02</u> <ul style="list-style-type: none">• World Tuna Day• World Asthma Day• Tour De Yorkshire	<u>03</u> <ul style="list-style-type: none">• World Press Freedom Day
<u>04</u> <ul style="list-style-type: none">• Star Wars Day	<u>05</u> <ul style="list-style-type: none">• International Day of the Midwife	<u>06</u>	<u>07</u>	<u>08</u> <ul style="list-style-type: none">• Early May Bank Holiday• Victory in Europe Day	<u>09</u> <ul style="list-style-type: none">• World Fairtrade Day• Europe Day	<u>10</u>
<u>11</u> <ul style="list-style-type: none">• World Fairtrade Day	<u>12</u> <ul style="list-style-type: none">• National Children's Day	<u>13</u>	<u>14</u>	<u>15</u> <ul style="list-style-type: none">• International Day of Families	<u>16</u> <ul style="list-style-type: none">• World Whiskey Day• International Day of Light	<u>17</u>
<u>18</u> <ul style="list-style-type: none">• International Museums Day	<u>19</u>	<u>20</u> <ul style="list-style-type: none">• World Bee Day	<u>21</u> <ul style="list-style-type: none">• World Day for Cultural Diversity for Dialogue and Development• World Meditation Day	<u>22</u>	<u>23</u> <ul style="list-style-type: none">• World Turtle Day	<u>24</u>
<u>25</u> <ul style="list-style-type: none">• Spring Bank Holiday	<u>26</u>	<u>27</u>	<u>28</u> <ul style="list-style-type: none">• World Hunger Day	<u>29</u> <ul style="list-style-type: none">• International Day of UN Peacekeepers	<u>30</u>	<u>31</u>

June 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
01 <ul style="list-style-type: none">• World Milk Day• Global Day of Parents• Pride Month• Butterfly Education and Awareness Day	02	03 <ul style="list-style-type: none">• World Bicycle Day	04 <ul style="list-style-type: none">• World Environment Day	05 <ul style="list-style-type: none">• Russian Language Day	06 <ul style="list-style-type: none">• World Food Safety Day	07
08 <ul style="list-style-type: none">• World Oceans Day	09	10 <ul style="list-style-type: none">• Men's Health Week	11	12 <ul style="list-style-type: none">• World Day Against Child Labour	13	14 <ul style="list-style-type: none">• World Blood Donor Day
15	16	17 <ul style="list-style-type: none">• Plastic Free Beauty Day	18 <ul style="list-style-type: none">• Autistic Pride Day• International Picnic Day	19 <ul style="list-style-type: none">• National Refill Day	20 <ul style="list-style-type: none">• World Refugee Day• International Clean Air Day	21 <ul style="list-style-type: none">• Father's Day• International Day of Yoga• World Music Day
22	23 <ul style="list-style-type: none">• International Women in Engineering Day	24 <ul style="list-style-type: none">• Swim a Lap Day	25	26 <ul style="list-style-type: none">• Bring your Dog to Work Day	27	28
29	30 <ul style="list-style-type: none">• International Asteroid Day	01	02	03	04	05



**Those who don't believe in magic
will never find it.**

Roald Dahl

July 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	31	01 <ul style="list-style-type: none">• Plastic Free July• Canada Day• Clean Beaches Week	02 <ul style="list-style-type: none">• World UFO Day	03	04 <ul style="list-style-type: none">• Independence Day (US)• International Co-operative Day	05
06 <ul style="list-style-type: none">• International Kissing Day	07 <ul style="list-style-type: none">• World Chocolate Day	08	09	10 <ul style="list-style-type: none">• Don't Step on a Bee Day	11 <ul style="list-style-type: none">• World Population Day	12 <ul style="list-style-type: none">• Love Parks Week
13 <ul style="list-style-type: none">• Festival of British Archaeology	14	15 <ul style="list-style-type: none">• World Youth Skills Day	16	17 <ul style="list-style-type: none">• World Emoji Day	18	19
20	21	22	23	24 <ul style="list-style-type: none">• 24/7 Samaritans Awareness Day	25	26 <ul style="list-style-type: none">• National Fishing Month
27 <ul style="list-style-type: none">• National Marine Week	28	29 <ul style="list-style-type: none">• International Tiger Day	30 <ul style="list-style-type: none">• World Friendship Day	31	01	02

August 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
<u>27</u>	<u>28</u>	<u>29</u>	<u>30</u>	<u>31</u>	<u>01</u> • Yorkshire Day • World Breastfeeding Week	<u>02</u>
<u>03</u>	<u>04</u>	<u>05</u>	<u>06</u>	<u>07</u> • PlayDay (UK)	<u>08</u> • International Cat Day	<u>09</u> • Book Lovers Day
<u>10</u> • Lazy Day	<u>11</u>	<u>12</u> • International Youth Day • National Allotments Week	<u>13</u> • National Prosecco Day	<u>14</u>	<u>15</u> • Relaxation Day • National Cycle to Work Day	<u>16</u> • Elvis Presley Day • National Tell a Joke Day
<u>17</u>	<u>18</u>	<u>19</u> • World Humanitarian Day • World Photo Day	<u>20</u>	<u>21</u>	<u>22</u>	<u>23</u>
<u>24</u>	<u>25</u> • Kiss and Make up Day • World Water Week	<u>26</u> • National Dog Day	<u>27</u> • National Just Because Day	<u>28</u>	<u>29</u> • National Chop Suey Day	<u>30</u> • International Day of the Disappeared
<u>31</u> • Summer Bank Holiday • International Bacon Day						

September 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
31	01 <ul style="list-style-type: none">• Oddfellows Friendship Month• World Alzheimers Month• Organic September	02 <ul style="list-style-type: none">• National Payroll Week (UK)	03 <ul style="list-style-type: none">• Everywoman Day (UK)	04	05 <ul style="list-style-type: none">• International Day of Charity	06 <ul style="list-style-type: none">• National Read a Book Day
07	08 <ul style="list-style-type: none">• International Literacy Day	09 <ul style="list-style-type: none">• Teddy Bear Day	10 <ul style="list-style-type: none">• World Suicide Prevention Day	11 <ul style="list-style-type: none">• Emergency Number Day	12 <ul style="list-style-type: none">• National Day of Encouragement	13 <ul style="list-style-type: none">• Heritage Open Days (UK)• Roald Dahl Day (UK)
14	15 <ul style="list-style-type: none">• Pension Awareness Day• International Dot Day• International Day of Democracy	16 <ul style="list-style-type: none">• National Coding Week	17	18	19 <ul style="list-style-type: none">• Talk like a Pirate Day	20 <ul style="list-style-type: none">• Great British Beach Clean
21	22	23 <ul style="list-style-type: none">• National Eye Health Week• Seed Gathering Season• Recycle Week	24 <ul style="list-style-type: none">• National Punctuation Day	25 <ul style="list-style-type: none">• National One Hit Wonder Day	26 <ul style="list-style-type: none">• European Day of Languages	27
28 <ul style="list-style-type: none">• Wool Week• International Right to Know Day	29	30 <ul style="list-style-type: none">• National Sporting Heritage Day	01	02	03	04

October 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
<u>29</u>	<u>30</u>	<u>31</u>	<u>01</u> <ul style="list-style-type: none">• Black History Month• Breast Cancer Awareness Month	<u>02</u>	<u>03</u> <ul style="list-style-type: none">• National Poetry Day	<u>04</u> <ul style="list-style-type: none">• World Animal Day• World Space Week• Grandparents Day (UK)
<u>05</u> <ul style="list-style-type: none">• International Astronomy Day• World Teachers Day	<u>06</u> <ul style="list-style-type: none">• Mad Hatter Day	<u>07</u> <ul style="list-style-type: none">• National Work Life Week• National Braille Week	<u>08</u>	<u>09</u>	<u>10</u> <ul style="list-style-type: none">• World Mental Health Day	<u>11</u> <ul style="list-style-type: none">• National Coming Out Day
<u>12</u> <ul style="list-style-type: none">• National Farmers Day	<u>13</u> <ul style="list-style-type: none">• International Skeptics Day	<u>14</u> <ul style="list-style-type: none">• National Baking Week	<u>15</u>	<u>16</u> <ul style="list-style-type: none">• World Food Day	<u>17</u> <ul style="list-style-type: none">• Conflict - Resolution Day• International Credit Union Day	<u>18</u> <ul style="list-style-type: none">• Anti-Slavery Day
<u>19</u>	<u>20</u>	<u>21</u> <ul style="list-style-type: none">• Apple Day	<u>22</u>	<u>23</u>	<u>24</u> <ul style="list-style-type: none">• United Nations Day	<u>25</u> <ul style="list-style-type: none">• Daylight Saving Time Ends
<u>26</u>	<u>27</u> <ul style="list-style-type: none">• National Mentoring Day	<u>28</u>	<u>29</u> <ul style="list-style-type: none">• National Cat Day	<u>30</u> <ul style="list-style-type: none">• Mischief Night	<u>31</u> <ul style="list-style-type: none">• Halloween• Museums at Night 2020	<u>01</u>

November 2020



Sun 01

- Movember
- All Saints Day
- World Vegan Day

Mon

02

- All Souls Day
- International Day for Abolition of Slavery

Tue

03

- National Sandwich Day

Wed

04

- International Stress Awareness Day

Thu

05

- Guy Fawkes Night

Fri

06

Sat

07

- Hug a Bear Day

08

- Remembrance Sunday Day UK
- International Radiography Day

09

- World Freedom Day

10

11

- Armistice Day

12

- National Cape Day

13

- World Kindness Day

14

- World Diabetes Day

15

- Clean your Refrigerator Day

16

17

18

19

- International Men's Day

20

- Universal Children's Day

21

- World Television Day
- World Hello Day

22

23

24

- Celebrate your Unique Talent Day
- Road Safety Week

25

26

- Thanksgiving (US)

27

- Black Friday

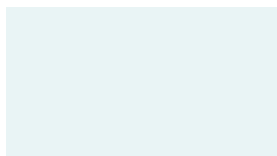
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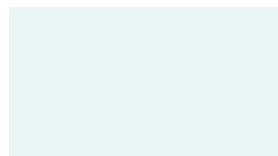
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- Cyber Monday
- St. Andrews Day

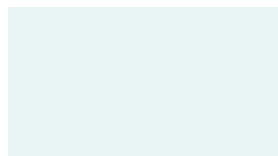
01



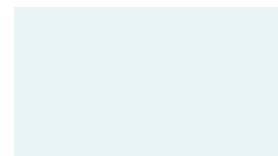
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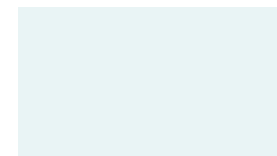
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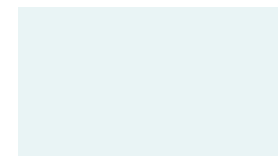
04



05



06



December 2020



Mon	Tue	Wed	Thu	Fri	Sat	Sun
30	01 • World AIDS Day	02	03 • International Day of Persons with Disabilities	04 • Santa's List Day	05 • International Volunteers Day • World Soil Day	06 • First Sunday of Advent
07	08	09 • International Anti-Corruption Day • Christmas Card Day	10 • Hanukkah Begins • Human Rights Day	11 • UNICEF Birthday • International Mountain Day	12	13 • Christmas Jumper Day • Violin Day
14 • Monkey Day	15	16 • National Chocolate Covered Anything Day	17 • Hanukkah Ends • Arabic Language Day	18	19	20 • International Human Solidarity Day
21 • Winter Solstice	22	23 • Disney CRUELLA Release*	24 • Christmas Eve	25 • Bank Holiday • Christmas Day	26 • Boxing Day	27 • Make Cut-out Snowflakes Day
28 • Bank Holiday	29	30	31 • New Year's Eve	01	02	03



LRCOMMS

