

# MONTHLY SOCIAL MEDIA POSTS THAT MATTER



If you've ever struggled with what to post on social media, these tips, key dates and topics should help inspire popular posts where you can share exciting evidence-based nutrition information via Instagram, Facebook, Twitter and even LinkedIn!

Few people will "like" a post about a product or blog post, but nearly everyone who sees a post saying, "Happy New Year" will give it a "like". Therefore, choosing key moments to post your content is most effective. Due to social media algorithms, this engagement is crucial to your social media success. Posts that don't get immediate engagement are not as successful (there is no slow burn online) and the case is true on virtually every social platform.

## TOP TIPS TO INCREASE YOUR ENGAGEMENT:

- Use beautiful 'thumb-stopping' imagery e.g. a photo of yourself, tasty and well-presented food pictures, infographics or even adding captions or text overlays to your photos.
- Find your own style and aesthetic e.g. colour scheme, style of posts.
- Post at times when your followers are already on social media (e.g. early morning, evening, commuting times) - this can be a test and learn and everyone's audience is different. You can schedule posts to go live using apps like Hootsuite and Later.
- Post regularly! This can be just once a week - choose the same day so your followers know when to look out for your news.
- Include a catchy title to your post - use simple but impactful headlines to draw your audience in, you can then expand on your point in the body of the caption to provide the evidence.




## DID YOU KNOW?

You can get access to hundreds of free stock images using websites such as [unsplash.com](https://unsplash.com) which can help your posts stand out if you're struggling to shoot your own.

## SOCIAL MEDIA CALENDAR

Being ready with a steady drumbeat of content can be the hardest step. We have created this seasonal calendar to inspire you with topics and key dates for each month. Since the media follows seasonal trends and often have special sections like Spring Recipes or Healthy Summer travel, these topics will already have built-in appeal to your audience and let you be part of the current conversation.

Remember, this isn't a check-list of posts for you to complete, but a helpful bank of ideas to inspire you to create your own timely posts!

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<p><b>Veganuary</b> (1st – 31st January 2020) e.g. Plant-based eating and evidence behind the health benefits. Debunk common myths about vegan diets.</p>	<p><b>Heart Health Month</b> (1st – 29th February 2020) e.g. Heart Smart Foods - including almonds!</p>	<p><b>National eating disorder awareness week</b> (2nd – 8th March 2020)</p>	<p><b>April Fool's Day</b> (1st April 2020) e.g. Myth-busting post highlighting outlandish claims that should be an April Fools!</p>	<p><b>Mediterranean Diet Month</b> (May 2020) e.g. Benefits of the Med Diet</p>	<p><b>Summer Solstice</b> (20th June 2020)</p>
<p><b>New Years Day</b> (1st January 2020) e.g. Ditch the diets this new year!</p>	<p><b>National Pizza Day</b> (9th February 2020) e.g. Recipe post - how to pack nutrients into your pizza with tasty toppings.</p>	<p><b>International Women's Day</b> (8th March 2020)</p>	<p><b>World Health Day</b> (7th April 2020)</p>	<p><b>World Bee Day</b> (20th May 2020)</p>	<p><b>Festival season/ Glastonbury Festival</b> (24th June 2020) e.g. Festival snacks</p>
<p><b>Science Fiction Day</b> (2nd January 2020) e.g. Myth-busting post about common pseudoscience nutrition myths</p>	<p><b>Valentine's Day</b> (14th February) e.g. Foods that love you!</p>	<p><b>World Water Day</b> (22nd March 2020)</p>	<p><b>Good Friday</b> (10th April 2020)</p>		<p><b>Wimbledon</b> (29th June 2020 start) e.g. Recipe post with strawberries</p>
<p><b>Blue Monday</b> (20th January 2020) e.g. 'Mood boosting' foods</p>	<p><b>Almond Day</b> (16th February) e.g. share 5 reasons why almonds are nutritional powerhouses</p>	<p><b>Earth Hour 8.30 – 9.30pm</b> (28th March 2020)</p>	<p><b>Easter Sunday</b> (12th April 2020)</p>		<p><b>Tour de France</b> (27th June 2020) e.g. Healthy exercise drinks</p>
<p><b>National Pie Day</b> (23rd January 2020) e.g. Recipe post with a healthy balanced homemade pie</p>	<p><b>Random Acts of Kindness Day</b> (17th February 2020)</p>	<p><b>Popcorn Lovers Day</b> (12th March 2020) e.g. Popcorn recipe post for example our Almond Popcorn</p>	<p><b>National Tea Day</b> (21st April 2020) e.g. Health benefits of tea</p>	<p><b>Bank Holiday</b> (8th May 2020)</p>	<p><b>World Environment Day</b> (5th June 2020)</p>
	<p><b>Shrove Tuesday</b> (25th February 2020) e.g. Healthy pancake recipe</p>	<p><b>World Sleep Day</b> (13th March 2020) e.g. Foods that may help you sleep</p>	<p><b>Earth Day</b> (22nd April 2020)</p>	<p><b>Ramadan ends</b> (23rd May 2020)</p>	<p><b>World Oceans Day</b> (8th June 2020) e.g. Sustainable fish choices</p>
	<p><b>Leap year extra day</b> (29th February 2020) e.g. Extra day in the year, make it count and set intentions/goals</p>	<p><b>International Day of Happiness</b> (20th March 2020) e.g. Mood Foods!</p>	<p><b>World Hunger Day</b> (28th May 2020)</p>	<p><b>London Marathon</b> (26th April 2020) e.g. Fueling foods</p>	<p><b>Bank Holiday</b> (25th May 2020)</p>
		<p><b>Clocks go forward</b> (29th March 2020)</p>		<p><b>World Food Week</b> (22nd June 2020 TBC)</p>	

## JULY

**Tokyo Summer Olympics**  
(24th July – 9th August 2020)

**World Chocolate Day**  
(7th July 2020)  
e.g. Science behind chocolate



**Eid al-Adha**  
(30th July 2020)

## AUGUST

**Summer Holidays and Travel**

**National Burger Day**  
(23rd August 2020)  
e.g. recipe post with healthier burger – ways to pack in the veggies in your burger.



**Bank Holiday**  
(30th August 2020)

## SEPTEMBER

**Back to School**  
(1st week September 2020)  
e.g. Brain food

**Organic September**  
(1-30th September 2020)  
e.g. Facts about organic food

**Zero Waste Week**  
(2nd – 6th September 2020)  
e.g. How to use up leftovers



**100 days until Christmas**  
(16th September 2020)

**World Heart Day**  
(29th September 2020)  
e.g. Almonds heart you! Heart health benefits of eating almonds

**National Podcast Day**  
(30th September 2020)  
e.g. An opportunity to share your favourite health podcasts.

**Freshers Week**  
(Last week of September)  
e.g. Recipe post – simple, cheap & nutritious recipe for university freshers!

## OCTOBER

**International Coffee Day**  
(1st October 2020)  
e.g. Facts & research on coffee

**World Vegetarian Day**  
(1st October 2020)  
e.g. Recipe post – vegetarian food

**Sober October/Stoptober**  
(1st – 31st October 2020)

**National Curry Week**  
(5th- 9th October 20 TBC)  
e.g. Recipe post – homemade curry packed with vegetables

**World Egg Day**  
(9th October 2020)  
e.g. Facts about eggs

**World Mental Health**  
(10th October 2020)

**National Baking Week**  
(12th -16th October 20 TBC)  
e.g. Recipe post – healthier bakes

**World Food Day**  
(16th October 2020)

**Apple Day**  
(21st October 2020)

**National Nut Day**  
(22nd October 2020)  
e.g. Facts about almonds! 10 reasons to celebrate the humble almond this nut day

**Clocks Go back**  
(25th October 2020)

**World Pasta Day**  
(25th October 2020)  
e.g. Wholegrain Pasta – fibre power

**Halloween**  
(31st October)  
e.g. Recipe post – nutritious Halloween treats

## NOVEMBER

**World Vegan Day**  
(1st November 2020)  
e.g. Recipe post – vegan



**World Vegan Month**  
(1st – 30th November 2020)

**Sugar Awareness Week**  
(TBC) e.g. facts about free sugar

**Bonfire night**  
(5th November 2020)

**World Diabetes Day**  
(14th November 2020)  
e.g. Myth-busting about diabetes, foods that can help control blood sugars

**International Men's Day**  
(19th November 2020)  
e.g. Men's health & nutrition

## DECEMBER

**Hanukkah begins**  
(10th December 2020)

**Winter Solstice**  
(21st December 2020)  
e.g. Recipe post – cosy winter food

**Christmas Eve**  
(24th December 2020)

**Christmas Day**  
(25th December 2020)  
e.g. Don't feel guilty this Christmas – enjoy indulgent holiday treats

**Boxing Day**  
(26th December 2020)  
e.g. Christmas snacking

**New Year's Eve**  
(31st December 2020)  
e.g. How to enjoy your NYE while saying healthy





## YEAR-ROUND CONTENT INSPIRATION TO ENGAGE YOUR AUDIENCE:

- Plant-based diet
- Sustainability
- Myth-busting
- Zero-waste
- Dairy
- Podcasts
- Science
- Healthy recipes
- Healthy snacking
- Mental health
- Pseudoscience
- Hydration
- Mood
- Macronutrients
- Micronutrients
- Sugar
- Eating disorders
- Fasting
- Organic
- Exercise



## PROMOTING YOUR POSTS

Advertising on social isn't just for big brands and doesn't have to cost the earth. Promoting your posts with small amounts of money helps to widen the audience who sees it and increases your own exposure. If you've got a post that's performing well organically, consider putting a small budget behind it (even £20 can work) to increase its reach and engagement even further. You can visit Facebook Blueprint for quick online advertising tutorials for Instagram and Facebook: <https://www.facebook.com/business/learn>

