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Welcome, February!

When you think February, it's only natural to think about L.O.V.E. but there is more to February than hearts and cupids.

Did you know February is National Wedding Month? It is the month when all of those brides-to-be get serious about planning. If your products include planners, this is the perfect time to release a designated "Wedding" planner product.

Newsfeeds and newsletters will be flooded with Valentine's Day kits so if you want to stand out, go in the opposite direction. Here are some product and content ideas to help you make the most of February.

February Product and Content Ideas



If you spend a little time planning, you can easily fill in some of your social media gaps with non-Valentine's Day love. Not everyone will be looking forward to this holiday so it is the perfect time to focus on some love that doesn't include, chocolates, diamonds, or massive flower arrangements.

This is a great time to bring focus to any of your older products by including non-romantic love in your posts.

Valentines' Day

Keep in mind that adding social posts doesn't mean always talking about your product. This is still a great way to bring some of your best releases back out in front of your followers.

Think of some things you love that are reflected in your kits.

What are your favorite foods, books, hobbies? Do you have a kit that reflects any of these?

Serve up some of your favorite layouts. The key here is to say WHY you love these because your words will get people responding and interacting.

Find or write a post on how to make a digital **Valentine's card**, or how to make a print and cut that can be sent in the mail.

Make some gifts to give your followers:

Bag Toppers for children's gift bags. You create the bag toppers and give your followers the instructions on how to print them on sticker paper or cardstock.

Use **this list** or **this one** to help your followers be creative with their card sentiments.

Don't share the links. Instead, post one idea a day. You might even include the text inside of a digital card made with your product.



Groundhog Day

Don't just post a graphic. Use your words to tell people whether you're still loving winter or fighting spring fever or ASK them. Share a photo of the view from your office window.



American Heart Month

Many businesses will focus on nutrition and exercise to keep your heart healthy. This is the perfect opportunity for you to bring to life the LOVE of scrapbooking, or another hobby as a way to keep their heart healthy. Focus on some of your hobbies or activities that keep your heart happy. You'll be surprised to find out how many of your followers share the same interests.

Super Bowl Sunday

In the U.S. Super Bowl Sunday is a #BigParty Day. On this day, your followers are likely either attending a party or celebrating the fact that their husband is glued to the television all day and they can scrap to their heart's content.

You can lead up to #SuperBowlSunday by asking your followers what their plans are, or what is their best memory of previous big game days. You'll find some questions in the February Social Media Ideas section to help you get started.

Recipes



Activities



February Monthly Observances

- American Heart Month
- Black History Month
- Canned Food Month
- Great American Pie Month
- National Cherry Month
- National Children's Dental Health Month
- National Grapefruit Month
- National Wedding Month

February Daily Observances

- 2/1/19 - National Freedom Day
- 2/2/19 - Ground Hog Day
- 2/4/19 - Thank A Mailman Day
- 2/5/19 - National Weather Person's Day
- 2/6/19 - National Chopsticks Day
- 2/7/19 - Send A Card To A Friend Day
- 2/9/19 - National Pizza Day
- 2/11/19 - Make A Friend Day
- 2/12/19 - Abraham Lincoln's Birthday
- 2/14/19 - Valentine's Day
- 2/15/19 - Susan B. Anthony Day
- 2/17/19 - Random Acts Of Kindness Day
- 2/20/19 - Love Your Pet Day
- 2/22/19 - George Washington's Birthday
- 2/28/19 - Public Speaking Day
- 2/29/20 - Leap Day (only happens every four years)

February Holidays with a date that varies

- 2/3/19 - Super Bowl
- 2/5/19 - Chinese New Year's
- 2/18/19 - President's Day



February Social Media Ideas

These are IDEAS. It is important that you change the words a bit so it fits you and your audience. Bolded items represent posts for events on that specific day but that doesn't mean you have to post it on that day. You could schedule the groundhog day post the day before with a poll or just asking for a prediction.



- 1 – Share a picture of your workspace
- 2 – **It's Groundhog Day – how do you feel about the results?**
- 3 – Share a layout by someone who ISN'T on your creative team. Tell why this layout inspired you. Be sure to tag them if you're friends.
- 4 – Show a photo of your screen with a few pieces of your next kit.
- 5 – Post a funny throwback photo of yourself as a kid or teen
- 6 – Ask your followers to fill in the blanks: If I could spend Valentine's Day anywhere in the world, I would visit _____.

7 - Send A Card To A Friend Day

Make a card using one of your kits. Send it to a few of your best customers via email or messenger. It will make them feel special.



- 8 – Post a selfie or a photo of a non-scrapbook related project you're working on. This will help you make connections with your followers.
- 9 – Ask a question: I don't know of anyone who love housework but the thing I dislike most is (fill in the blank). If you could pay someone to do ONE household chore what would it be?
- 10 – Share a tool or resource that you use in scrapbooking or designing. Don't be afraid to promote an action or template set from another designer. Work far enough in advance and you can do a coupon swap.
- 11 – February is a cold month – it's perfect for reading. What are you reading right now?
- 12 – Share a photo of your sock drawer and ask followers to show you theirs.
- 13 – If I never had to shop for _____ again, I would be so happy.
- 14 – **Happy Valentine's Day.** Share a photo of someone you love.
- 15 – Valentine's Day may be over but there is still a lot of love to share. Think fast. What is a song you LOVED when you were in highschool.
- 16 – Spring Break is right around the corner. Are you traveling? If so where are you going?
- 17 – **National Random Acts of Kindness Day.** What is the nicest thing a stranger has ever done for you?
- 18 – Find an article on digital scrapbooking, art journaling, photo restoration, genealogy, anything that might fit your followers. Read it, then share it on social media (or write a short blog post about it to boost your website SEO). People love to hear your opinion. You don't have to be an expert.

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19 – If you're traveling for Spring Break or any reason, really, here are some cool tips on packing your suitcase. Share some of your tips or look for a video on YouTube that will help people pack their suitcases.

20 – **Love Your Pet Day.** Share a photo or scrapbook page of your family pet. Ask followers to share a photo of them with their own pet.

21 – Share a favorite healthy recipe. Ask followers if anyone has tried it or ask them to share one of their favorites.

22 – It is Heart Health month. Happy people are healthier people. Share a photo of someone that makes you happy. Tell people why. This could be a child, a friend, a creative team member, or another designer.

23 – Do you have spring fever yet? Post a picture of a beach you wish you were visiting

24 – Question: Do you make your bed everyday?

25 – Question: I have ground meat thawed. What is something quick I can make for dinner tonight?

26 – We are almost two months into the New Year. Share how you are doing on accomplishing your goals and ask your followers if they are sticking to their resolutions or if they've already blessed them and said "next year".

27 – It's Girl Scout cookie time. What is your favorite flavor?

28 – What is the last tutorial you read or watched? Was it worth the time?

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Make February awesome for your followers!

[DOWNLOAD YOUR FEBRUARY GRAPHICS HERE](#)

[MAKE A COPY OF YOUR FEBRUARY POSTING SHEET HERE](#)



MAKE EVERY POST COUNT