

Minnesota State Fire Marshal's Social Media Content Calendar



MONTHLY CONTENT TOPICS

| MONTH | CONTENT THEME/TOPIC |
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| January | <input type="checkbox"/> Radon Awareness Month <input type="checkbox"/> Barn Fire Safety <input type="checkbox"/> Slips & Fall Prevention <input type="checkbox"/> Vehicle Safety |
| February | <input type="checkbox"/> Burn Awareness Week <input type="checkbox"/> CPR & AED <input type="checkbox"/> Shoveling Out Hydrants <input type="checkbox"/> Carbon Monoxide Alarms |
| March | <input type="checkbox"/> Smoke Alarms/Daylight Savings <input type="checkbox"/> Travel Rental & Hotel Safety <input type="checkbox"/> Grain Bin Safety <input type="checkbox"/> Wildfire/Grass Fire Safety |
| April | <input type="checkbox"/> Address Safety <input type="checkbox"/> Cooking Safety <input type="checkbox"/> Dryer Fire Safety <input type="checkbox"/> Home Escape Planning <input type="checkbox"/> Electric Vehicle Safety |
| May | <input type="checkbox"/> Arson Awareness Week <input type="checkbox"/> Youth Fire Setting Prevention <input type="checkbox"/> Grilling Safety <input type="checkbox"/> Garage Safety <input type="checkbox"/> Fire Extinguishers (P.A.S.S.) |
| June | <input type="checkbox"/> Lithium-Ion Batteries <input type="checkbox"/> Boating Safety <input type="checkbox"/> Campfire Safety <input type="checkbox"/> Fireworks Safety |

| MONTH | CONTENT THEME/TOPIC |
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| July | <input type="checkbox"/> Burn Awareness (Fireworks) <input type="checkbox"/> Smoking Safety <input type="checkbox"/> Cooking Safety <input type="checkbox"/> Electric Safety <input type="checkbox"/> Carbon Monoxide Alarms |
| August | <input type="checkbox"/> College/Campus Living Safety <input type="checkbox"/> Apartment Living Safety <input type="checkbox"/> Smoke Alarms <input type="checkbox"/> Home Escape Planning <input type="checkbox"/> Gas Explosions |
| September | <input type="checkbox"/> Fire Extinguishers (P.A.S.S.) <input type="checkbox"/> Electric Vehicle Safety <input type="checkbox"/> General Fire Safety <input type="checkbox"/> Campfire Safety <input type="checkbox"/> Smoking Safety |
| October | <input type="checkbox"/> Fire Prevention Week <input type="checkbox"/> Home Escape Planning <input type="checkbox"/> Halloween Safety <input type="checkbox"/> Youth Fire Setting Prevention <input type="checkbox"/> Wildfire/Grass Fire Safety |
| November | <input type="checkbox"/> CO Awareness Month <input type="checkbox"/> Turkey Fryer Safety <input type="checkbox"/> Smoking Safety <input type="checkbox"/> Cooking Safety <input type="checkbox"/> Heating Safety |
| December | <input type="checkbox"/> Candle Safety <input type="checkbox"/> Christmas Tree Safety <input type="checkbox"/> Winter Holidays <input type="checkbox"/> Lithium Ion Batteries |

CONTENT IDEAS

| CONTENT IDEAS | PLATFORMS | CONTENT IDEAS |
|---------------|-----------|---|
| VIDEO | WEBSITE | FEATURE AN INDIVIDUAL PARTICIPATING IN A SAFETY EVENT |
| QUOTE | FACEBOOK | |
| TUTORIAL | INSTAGRAM | SHARE AN INSPIRING FIRE SAFETY QUOTE |
| POLL | TWITTER/X | SHARE A TUTORIAL ON A FIRE SAFETY TECHNIQUE |
| PHOTO | TIK TOK | ENGAGE FOLLOWERS WITH SAFETY TRIVIA |
| SPOTLIGHT | YOUTUBE | SHARE AN INSPIRING PHOTO |
| TRIVIA | PINTEREST | |
| | LINKEDIN | |
| | REDDIT | |

ENGAGEMENT OVERVIEW

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TO-DO LIST

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