

# March 2019 Social Media Content & Prompts



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## March 2019 Social Media Planning

### Hello, March!

March marks the beginning of FUN! The weather is improving. The days are getting longer. People are anticipating spring, spring break, the end of cabin fever.

This is a great time to make some colorful products and to pull some of your older colorful products from the back of your store.

### March Content Ideas

### March is all about SPRING!

This is the perfect time for Spring Cleaning posts. Marie Kondo is ruling Netflix and the internet right now. Jump on board with tips on cleaning out your closet, parting with things that don't "spark joy" or maybe giving the old hard drive a good day of organizing.

Tell people how you organize your products or scrapping tools. Followers love to know how YOU do things.



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## March is National Craft Month.

This is the perfect opportunity to do a little googling and find some unique uses for digital scrapbook products to share. Try a search on Youtube for mini albums or photo crafts.

## March is National Woman's History Month

If you have trouble writing about yourself, this is your chance to write a few posts this month to honor some of the women you admire. Who are the designers you love? Maybe write a few posts about someone on your creative team or keep it close to home and share a story about your mother or grandmother.

## We celebrate St. Patrick's day in March.

There will be store sales, lots of GREEN, shamrocks, pots of gold, and leprechauns. If this is a holiday your family celebrates, you can have some fun with it. If not, it's easy to find recipes or craft ideas to share.

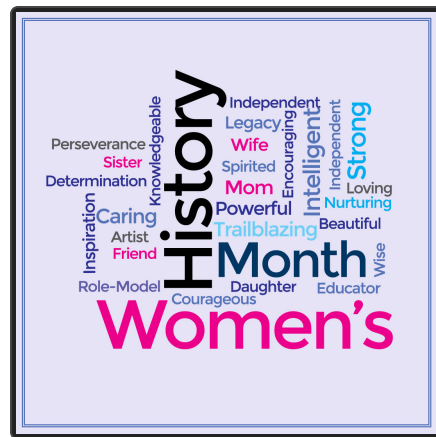
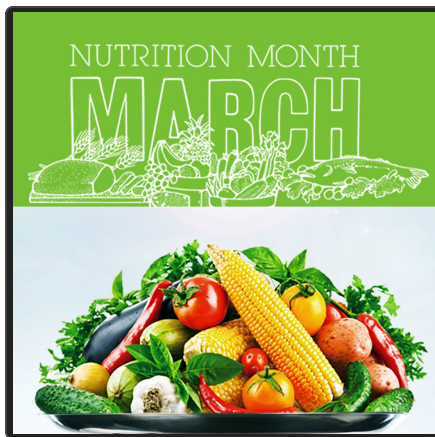


Use social media posts to inspire customers to celebrate something special. This is the perfect time to bring out some older products. Remember, only about 10% of your followers actually see your posts on Facebook.

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## March Monthly Observances

- Irish American Month
- Music in Our Schools Month
- National Craft Month
- National Nutrition Month
- National Peanut Month
- National Women's History Month
- Red Cross Month



## Weekly Observances

Schedule sales or promotions around these weeks if you have products that fit the topic.

- 3/1 - 3/7 National Cheerleading Week
- 3/3 - 3/9 Read an e-book week
- 3/10 - 3/16 Girl Scout Week
- 3/12 - 3/16 National Wildlife Week

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## March Daily Observances & Holidays

- 3/1 Peanut Butter Lover's Day
- 3/1 National Day of Unplugging
- 3/2 National Old Stuff Day
- 3/6 Dentist Day
- 3/6 National Frozen Food Day
- 3/8 International Woman's Day
- 3/8 Middle Name Pride Day
- 3/9 National Barbie Day
- 3/10 Return of Daylight Savings
- 3/11 National Worship of Tools Day
- 3/12 Girl Scout's Day
- 3/14 National Children's Craft Day
- 3/14 National Write Down your story day
- 3/16 National Quilting Day
- 3/17 St. Patrick's Day
- 3/18 National Awkward Moments Day
- 3/19 National Quilting Day
- 3/20 First Day of Spring
- 3/22 National Goof Off Day
- 3/22 National Puppy Day
- 3/27 National Scribble Day
- 3/29 National Mom and Pop Business Day
- 3/30 I am in control day
- 3/31 World Back Up Day

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## March Social Media Ideas

1 - **National Day of Unplugging:** Let your followers know what you do to unplug. Share a photo of your unplugged time.

2 - It's National Craft Month. Share some of your own project tips or look for a video on YouTube that will help people learn a new craft or improve their scrapbooking skills.

3 - It's Woman's History Month. Who are some women that inspire you?

4 - What's your favorite song by a woman artist from the 60's, 70's, 80's?

5 - Time For A Flashback! Here's My First [blog post, product, freebie, etc] Everyone starts at the beginning. Show your readers that you started at the same place they did. It may be a little embarrassing, but they'll appreciate knowing that they can work up to where you are now, too.

6 - Ask your readers to post about a woman that they admire

7 - Challenge your followers to take action on something or post a link to a challenge you host at your store.

8 - It's International Woman's Day. Celebrate by wishing some of the women in your life a wonderful day.

9 - **Daylight Savings** - Don't forget to spring forward!

10 - Ask your followers to fill in the blanks: I wish I could \_\_\_\_ right now!

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**11 - National Worship of Tools Day** - OFFICIALLY this is a day for hand tools but why not use it as a day to talk about the tools you use in designing or another hobby? Share a tool that you use in designing or scrapbooking that you wouldn't want to have to live without.

**12 - Girl Scouts Day.** Cookie sales are in full swing. Ask followers to show you photos of when they were a scout or to share their favorite cookie.

13 - Post a photo of your morning drink and ask how they start their morning, coffee or tea?

**14 - National Children's Craft Day** - Ask when your followers became interested in scrapbooking and are they passing their love of it down to their children or grandchildren.

**14 - National Write Down Your Story Day** - This day is perfect for your followers. Find an article that talks about scrapbook journaling. If writing comes easy, this is your chance for a journaling blog post.

15 - Take an informal poll. Ask your readers to choose one vacation spot – the beach, a big city, or a mountain hide-a-way.

16 - Ask your followers to fill in the blanks: If someone was going to make a movie about my life, \_\_\_\_ would star as me, because \_\_\_\_.



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17 - **Happy St. Patrick's Day.** Are you wearing green? Or enjoying green food or drink? Post a pic.



18 - Did you ever buy something based on a post you saw on Instagram? Share what it was, and if it turned out to be a good purchase or not.

19 - March is National Craft Month. Showcase any products you have that are craft related. Do you have sewing or quilting kits?

20 - **First Day of Spring** - What does spring mean? Share a few of the things you look forward to in spring. Ask what they are looking forward to.

21 - Ask your followers to fill in the blanks: My favorite subject in school was \_\_\_\_ because \_\_\_\_.

22 - Here's What I WISH I Was Doing Right Now! Are you actually working? Sitting in the pick-up line at your kid's school? Dream about what you'd like to be doing instead – and post it for your social media peeps. You can share a pic from a previous vacation, share a screenshot of where you'd like to, or just keep this as a text update with no photo.

23 - Ask your followers to fill in the blanks: If I could be a champion at any sport, it would be \_\_\_\_ because \_\_\_\_.

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24 - Do you have a FB group? Add a freebie in your group and post it to your page to encourage others to join.

25 - Ask followers to share one of their favorite products from your store or share a page they made with that product.

26 - What's your guilty pleasure TV show?

27 - Have you ever taken a cross country road trip? Share what your best memory of the trip was. If you haven't done it, would you? Share why you would or why you wouldn't.

28 - Ask your followers to fill in the blanks: I'm looking forward to doing this during spring \_\_\_\_\_ because \_\_\_\_\_.

**29 - National Mom and Pop Business Day** - Share a story about a favorite mom & pop business or one that has been passed down for a few generations.

30 - Ask your followers to fill in the blanks: If I could meet a famous singer, it would be \_\_\_\_\_ because \_\_\_\_\_.

**31 - World Back Up Day** - If you use dropbox or backblaze, share your affiliate or referral link. There will likely be some deals offered for new members.

[DOWNLOAD The Graphics Pack](#)

[MAKE A COPY of The March Posting Sheet](#)