

# 2023 SOCIAL POSTING CALENDAR GUIDE

## Welcome to your daily 2023 social posting calendar guide.

Here you will find curated ideas recommended by Botkeeper for you to post each day of the year. This is all suggested content, it is meant to be changed and adapt to your business and goals. Celebrate milestones that are important to you, your business, and your clients, and watch as you increase your following and your book of business!

## There are a few major themes you should note:

- Ask An Expert - Give your followers the opportunity to ask you questions and give your input, thoughts, and opinion
- Biz Promotion - Promote your business
- Did You Know - Share interesting facts about the history of taxes and the accounting industry: [click here for the list](#)
- Expert Information - Be the expert by sharing tax dates and tidbits of useful information
- Follow - Take time to follow other social accounts
- Holidays - Celebrate 39 US holidays with your followers
- Motivation - Provide the motivation to your followers through famous quotes: [click here for the list](#)
- Personal Share - Share personal information about yourself
- Poll/Audience Question - Keep your followers engaged by asking them polls and questions: [click here for the list](#)
- Share Your Clients - Highlight your clients

Happy Posting!

# JUNE 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>1</b> Share the top reasons to hire an accountant with your contact information #Experts	<b>01</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>02</b> Explain marginal tax brackets and how they work #TaxTidBit	<b>03</b> Share a photo of you doing your favorite Summer activity #PersonalShare
<b>04</b> Share weekend trip tips for an unforgettable weekend getaway #PersonalShare	<b>05</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>06</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>07</b> Post the industries & professions you specialize in #(Company Name)	<b>08</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>09</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts	<b>10</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>11</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts	<b>12</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>13</b> Explain the difference between an exemption, credit & deduction #TaxTidBit	<b>14</b> Share a link to collateral, a blog, etc. - requiring an email address to access to grow your email base #(Company Name)	<b>15</b> 2nd Quarter 2023 Estimated Tax Payment Due #TaxDates	<b>16</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>17</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>18</b> HOLIDAY: Post about expanding families & the child tax credit #FathersDay	<b>19</b> HOLIDAY: Post about a fact/greetings for Juneteenth National Freedom Day #JuneteenthNationalFreedomDay	<b>20</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>21</b> Post a video showing how to do something tax-related #Expert	<b>22</b> Post the industries & professions you specialize in #(Company Name)	<b>23</b> Share a professional or personal goal you have achieved this year #PersonalShare	<b>24</b> Share a photo of you doing your favorite Summer activity #PersonalShare
<b>25</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts	<b>26</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>27</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>28</b> Address tax credits that your audience may not know about #CommonQuestions	<b>29</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>30</b> Share a book or blog that you like #PersonalShare	

# JULY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						<b>01</b> Provide tax tips for recent grads: student loans, job hunting, moving expenses #TaxTidBit
<b>02</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask	<b>03</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>04</b> HOLIDAY: Post a Happy Independence Day! #IndependenceDay	<b>05</b> Promote the services your company offers #(Company Name)	<b>06</b> Promote a local business that you like #PersonalShare	<b>07</b> Share the states and dates that offer tax-free shopping #TaxTidBit	<b>08</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>09</b> Share a calming photo that fits with "Sunday Vibes" #SundayVibes	<b>10</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>11</b> Give some common scenarios of why your company was hired by clients #Experts	<b>12</b> Re-share another field experts post #Reshare	<b>13</b> Post a video showing how to do something tax-related #Expert	<b>14</b> Explain the difference between an exemption, credit & deduction #TaxTidBit	<b>15</b> Post industry statistics & information to get a conversation going #ConversationStarter
<b>16</b> Share a professional or personal goal you have achieved this year #PersonalShare	<b>17</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask	<b>18</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>19</b> Post the industries & professions you specialize in (Company Name) #TaxFacts	<b>20</b> Explain the benefits of joint filing or filing separately #TaxTidBit	<b>21</b> Provide info on an open form webinar you will host to allow followers to ask questions #Webinar	<b>22</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask
<b>23</b> HOLIDAY: Share some appreciation, post for Parents Day #ParentsDay	<b>24</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>25</b> Give some common scenarios of why your company was hired by clients #Experts	<b>26</b> Give a behind the scenes look at your business #(Company Name)	<b>27</b> Discuss the tax penalty of pulling money from your retirement account early #TaxTidBit	<b>28</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts	<b>29</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>30</b> Share a book or blog that you like #PersonalShare	<b>31</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday					

# AUGUST 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>01</b> Ask a question related to missed pmts, delayed AR, etc. & how you can help #Experts	<b>02</b> Share a photo of your family, your pet, or you doing your favorite thing #PersonalShare	<b>03</b> Repost old content that did well as a Throw-back Thursday post #TBT #Reshare	<b>04</b> Provide information on credits, deductions & exemptions #TaxTidBit	<b>05</b> Give your opinion about something happening in the industry to encourage conversation #Opinion
<b>06</b> HOLIDAY: Share an image or video about American Family Day #AmericanFamilyDay	<b>07</b> HOLIDAY: Poll or ask your followers a question from the "Polls/Audience" section & post it regarding Purple Holiday #Ask #PurpleHeartDay	<b>08</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>09</b> Provide info on an open form webinar you will host to allow followers to ask questions #Webinar	<b>10</b> Share a link to collateral, a blog, etc. - requiring an email address to access to grow your email base #(Company Name)	<b>11</b> Provide info on an open form webinar you will host to allow followers to ask questions #Webinar	<b>12</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>13</b> Share a calming photo that fits with "Sunday Vibes" #SundayVibes	<b>14</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>15</b> Remind followers that sending your kids to day camp or having childcare can get you tax credits #TaxTidBit	<b>16</b> Post industry statistics & information to get a conversation going #ConversationStarter	<b>17</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>18</b> Remind followers that sending your kids to day camp or having childcare can get you tax credits #TaxTidBit	<b>19</b> HOLIDAY: Post a Happy National Aviation Day to celebrate the history and development of aviation. #NationalAviationDay
<b>20</b> Share a photo of your family, your pet, or you doing your favorite thing #PersonalShare	<b>21</b> Share a funny meme about Monday. #PersonalShare	<b>22</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>23</b> Provide info on an open form webinar you will host to allow followers to ask questions #Webinar	<b>24</b> Explain the benefits of joint filing or filing separately #TaxTidBit	<b>25</b> Re-share another field experts post #Reshare	<b>26</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask
<b>27</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts	<b>28</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>29</b> Tell your followers about someone you admire & why #PersonalShare	<b>30</b> Share the top reasons to hire an accountant with your contact information #Experts	<b>31</b> Remind followers that sending your kids to day camp or having childcare can get you tax credits #TaxTidBit		

# SEPTEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				<b>01</b> Explain tax deduction for student loans #TaxTidBit	<b>01</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts	<b>02</b> Post common questions & encourage followers to ask tax/bookkeeping questions to you #AskQuestions
<b>03</b> Share a video or book you like #PersonalShare	<b>04</b> HOLIDAY: Share a link on the history of Labor Day #LaborDay	<b>05</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>06</b> Run a giveaway or contest #Contest #Giveaway	<b>07</b> Re-share another field experts post #Reshare	<b>08</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask	<b>09</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare
<b>10</b> Provide info on an open form/webinar you will host to allow followers to ask questions #Webinar	<b>11</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>12</b> Share a link to collateral, a blog, etc. - requiring an email address to access to grow your email base #(Company Name)	<b>13</b> Treat your followers with free eBooks (check <a href="#">Botkeeper's resources</a> ) #PersonalShare	<b>14</b> Take a picture of your workspace/office/signage/etc. with your contact information #(Company Name)	<b>15</b> 3rd Quarter 2023 Estimated Tax Payment Due #QuarterlyTaxes	<b>16</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, ta
<b>17</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask	<b>18</b> Share a funny meme about Monday. #PersonalShare	<b>19</b> Give your opinion about something happening in the industry to encourage conversation #Opinion	<b>20</b> Share a link to collateral, a blog, etc. - requiring an email address to access to grow your email base #(Company Name)	<b>21</b> Repost old content that did well as a Throw-back Thursday post #TBT #Reshare	<b>22</b> Take a picture of your workspace/office/signage/etc. with your contact information #(Company Name)	<b>23</b> Share tax information on those thinking of leaving their jobs to become freelancers #TaxTidBit
<b>24</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag	<b>25</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>26</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>27</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask	<b>28</b> Ask a question related to missed pmts, delayed AR, etc. & how you can help #Experts	<b>29</b> Share a funny meme about Friday. Suggestion google "fun Friday memes for work" #PersonalShare	<b>30</b> Share interesting facts about the history of taxes #TaxFacts

# OCTOBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>01</b> Post something for SIMPLE IRA #TaxTidBit	<b>02</b> Share a funny meme about Monday. #PersonalShare	<b>03</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>04</b> Share a link to collateral, a blog, etc. - requiring an email address to access to grow your email base #(Company Name)	<b>05</b> Re-share another field experts post #Reshare	<b>06</b> Share how to claim a home office deduction #TaxTidBit	<b>07</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts
<b>08</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag	<b>09</b> HOLIDAY: Post a fun fact about Indigenous Peoples' Day #IndigenousPeoplesDay	<b>10</b> Give some common scenarios of why your company was hired by clients #Experts	<b>11</b> Post a reminder about individuals asking for an extension on their 2023 tax returns for Oct #TaxDates	<b>12</b> Give a behind the scenes look at your business #(Company Name)	<b>13</b> Provide info on an open form webinar you will host to allow followers to ask questions #Webinar	<b>14</b> Post common questions & encourage followers to ask tax/bookkeeping questions to you #AskQuestions
<b>15</b> Share a calming photo that fits with "Sunday Vibes" #SundayVibes	<b>16</b> Share a funny meme about Monday. #PersonalShare	<b>17</b> Deadline for filing a tax return if you filed an extension on the 4828 form #TaxDates	<b>18</b> Share the top reasons to hire an accountant with your contact information #(Company Name)	<b>19</b> Treat your followers with free eBooks (check Botkeeper's resources) #PersonalShare	<b>20</b> Address tax credits that your audience may not know about #CommonQuestions	<b>21</b> HOLIDAY: Post a fun fact/greeting about Sweetest Day (celebration of friendship, love, and kindness) #SweetestDay
<b>22</b> Pose common questions & encourage followers to ask tax/bookkeeping questions to you #AskQuestions	<b>23</b> Deadline for filing a tax return if you filed an extension on the 4828 form #TaxDates	<b>24</b> Give some common scenarios of why your company was hired by clients #Experts	<b>25</b> Post a video showing how to do something tax-related #Experts	<b>26</b> Address tax credits that your audience may not know about #CommonQuestions	<b>27</b> Share a funny meme about Friday. Suggestion google "fun Friday memes for work" #PersonalShare	<b>28</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>29</b> Talk about giving tax-free annual gifts #TaxTidBit	<b>30</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>31</b> HOLIDAY: Share something about not being spooked by your books because they have your company #Halloween				

# NOVEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<b>01</b> HOLIDAY: Post a fun fact/greeting about All Saint's Day or Halloween #Halloween #AllSaintsDay	<b>02</b> Give ideas on ways to invest your 2023 tax refund #TaxTidBit	<b>03</b> Share a great tv show you can binge-watch on a weekend #PersonalShare	<b>04</b> Give your opinion about something happening in the industry to encourage conversation #Opinion
<b>05</b> Promote the services your company offers #(Company Name)	<b>06</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>07</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>08</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>09</b> HOLIDAY: Do a shoutout to all your accounting friends all over the world - tag them! #InternationalAccountingDay	<b>10</b> Discuss maximizing your IRA and HSA contributions #TaxTidBit	<b>11</b> HOLIDAY: Post a nice message to Veteran's #VeteransDay
<b>12</b> Promote a cause you are passionate about #PersonalShare	<b>13</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>14</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>15</b> Share a link to collateral, a blog, etc. - requiring an email address to access to grow your email base #(Company Name)	<b>16</b> Repost old content that did well as a Throw-back Thursday post #TBT #Reshare	<b>17</b> Remind your followers before shopping next week, which receipts should be saved #TaxTidBit	<b>18</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>19</b> Provide info on an open form webinar you will host to allow followers to ask questions #Webinar	<b>20</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>21</b> Give some common scenarios of why your company was hired by clients #Experts	<b>22</b> Promote the services your company offers #(Company Name)	<b>23</b> HOLIDAY: Post something around giving thanks for family #GiveThanks #Family	<b>24</b> HOLIDAY: Share that today is a tax-free holiday! #BlackFriday #Shop	<b>25</b> HOLIDAY: Show support for your local community by telling followers to shop locally #ShopLocal
<b>26</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFact	<b>27</b> HOLIDAY: Post to have your followers save their receipts #CyberMonday #Shop	<b>28</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>29</b> Re-share another field experts post #Reshare	<b>30</b> Share the top reasons to hire an accountant with your contact information #(Company Name)		



# DECEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					<b>01</b> Share a funny meme about Friday. Suggestion google "fun Friday memes for work" #PersonalShare	<b>02</b> Give some year-end tax tips #TaxTidBit
<b>03</b> Do a photo collage of your year #PersonalShare	<b>04</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>05</b> Give some common scenarios of why your company was hired by clients #Experts	<b>06</b> Share the benefit of maxing out your 401K #TaxTidBit	<b>07</b> Remind your followers about promotions or incentives for someone to hire you for 2023 #Contest	<b>08</b> HOLIDAY: Post a greeting for the first day of Hannukah 2023 #Hannukah2023	<b>09</b> Post a fun fact about the accounting industry from the "Did You Know?" section #AccountingFacts
<b>10</b> Share a photo of you doing your favorite Winter activity #PersonalShare	<b>11</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>12</b> Share a blog that inspires you (check <a href="#">Botkeeper's blog</a> ) #PersonalShare	<b>13</b> Share the IRS Tax withholding estimator #TaxTidBit	<b>14</b> Share a Tax Prep Checklist for clients to download #TaxPrep	<b>15</b> Share a Tax Prep Checklist for clients to download #TaxPrep	<b>16</b> Take time to build your social presence: follow clients, prospects, organizations, thought leaders - like, share, tag
<b>17</b> Give some year-end tax tips #TaxTidBit	<b>18</b> Find a quote on our "motivational quotes" section & post it #MotivationMonday	<b>19</b> Do a photo collage of your year #PersonalShare	<b>20</b> Promote the services your company offers #(Company Name)	<b>21</b> Repost old content that did well as a Throw-back Thursday post #TBT #Reshare	<b>22</b> Explain what W-4 withholdings actually mean and how to pick your withholding #TaxTidBit	<b>23</b> Poll or ask your followers a question from the "Polls/Audience" section & post it #Ask
<b>24</b> HOLIDAY: Post a Happy Christmas Eve! #ChristmasEve	<b>25</b> HOLIDAY: Post a Happy Holidays! #HappyHoliday	<b>26</b> Promote & tag a new or existing client (quotes, testimonials, interviews, etc. work great here) #TestimonialTuesday	<b>27</b> Post common questions & encourage followers to ask tax/bookkeeping questions to you #AskQuestions	<b>28</b> Do a wrap up of your most popular questions from the year #CommonQuestions	<b>29</b> Remind about the last few days to make tax moves for the year. #TaxPrep	<b>30</b> Thank your followers for a great year and how you are looking forward to 2023 with them #(Company Name)
<b>31</b> HOLIDAY: Post a reflection on working on your clients over the last year #Bye2023						



