

Editorial Calendar

Below are themes, observances, and topics for partners interested in sharing our campaign messages on their own social platforms. Also check out ProtectEveryDrop.com for additional ideas!

JANUARY

Key Observances:

Walk Your Dog Month

Suggested Topical Themes:

Pet waste
Vehicle maintenance

FEBRUARY

Key Observances:

Valentine's Day
National Love Your Pet Day
Responsible Pet Owners Month

Suggested Topical Themes:

Love your environment - Valentine's Day
Keeping vehicles debris free
Properly dispose of trash and recycling

MARCH

Key Observances:

World Wildlife Day
Spring Equinox
International Day of Forests
First Day of Spring

Suggested Topical Themes:

Keeping vehicle debris free
Properly dispose of trash and recycling
Spring messaging tie-in

APRIL

Key Observances:

National Pet Day
Earth Day
Arbor Day

Suggested Topical Themes:

Pesticides
Spring cleaning

MAY

Key Observances:

Memorial Day
World No Tobacco Day

Suggested Topical Themes:

Pesticides
Spring cleaning
Tarp & secure vehicle loads (tie-in to Memorial Day travel)

JUNE

Key Observances:

World Bicycle Day
World Environment Day
World Oceans Day
National Hydration Day
First Day of Summer

Suggested Topical Themes:

Summer travel
Properly dispose of trash and recycling
Clean drinking water

JULY

Key Observances:

Independence Day
National Clean Beaches Week

Suggested Topical Themes:

Summer travel
Clean beaches

AUGUST

Key Observances:

National Beach Day
Water Quality Month

Suggested Topical Themes:

Back to School
Properly dispose of trash and recycling
Illegal dumping

SEPTEMBER

Key Observances:

Labor Day
First Day of Fall
National Wildlife Day

Suggested Topical Themes:

Tarp and secure vehicle loads - leaves and yard debris
Back to school

OCTOBER

Key Observances:

World Animal Day
National Do Something Nice Day

Suggested Topical Themes:

Tarp and secure your load
Illegal dumping
Pet waste reminder

NOVEMBER

Key Observances:

World Kindness Day
America Recycles Day
Thanksgiving
Giving Tuesday

Suggested Topical Themes:

Care for the earth - World Kindness Day
Recycling reminder - lifecycle of litter
Illegal dumping
Properly dispose of fats, oils & grease (FOG)

DECEMBER

Key Observances:

Christmas
First Day of Winter

Suggested Topical Themes:

Holiday travel - tarp & secure vehicle loads
Vehicle maintenance