



# **SOCIAL MEDIA SCHEDULE**



## HOW TO USE THIS GUIDE

This guide provides a year's worth of evergreen content prompts for your funeral home. (Evergreen content is not time-sensitive, while other content is.) Because this content will always be relevant to your readers, you can easily automate these sorts of posts.

Step one is to get the content created. You have two choices for how to accomplish this – using your own staff, or contracting the work out to freelancers. Your staff has domain knowledge, but not necessarily time or writing skills. Freelancers have time and writing skills, but not necessarily domain knowledge. It is up to you how you want to distribute the work. If you have 7 creators with 2 content deliverables per week, your content creation will be complete in six months. ([Some resources if you are interested in freelancers.](#))

Step two is to automate the evergreen content delivery. Choose your timeslots on IcyFire, preferably in the morning, and then begin queuing your content. The layout of this guide (i.e. posts sorted by theme / day of the week) closely mirrors IcyFire's queuing interface. To optimize content delivery, make sure everyone on the content creation team has an IcyFire account with at least "Create" permission. This way, they can efficiently queue the post directly on IcyFire.

Step three is to not get complacent. Social media automation is only part of the equation, and it still requires a personal touch. Your audience may use social media to get in touch with your business, so you need to be available to answer questions. In addition to your automated post in the morning, we recommend at least one manual post per day in the afternoon. Your manual post could be an obituary, for example. Good luck!

## **MONDAYS: PRE-PLANNING**

1. How much does pre-planning cost?
2. Are pre-paid funeral expenses tax-deductible?
3. What expenses do pre-paid funerals typically cover?
4. What are the differences between pre-paid funerals and funeral insurance?
5. The trouble with funeral insurance
6. Understanding pre-paid funeral trusts
7. What is a revocable trust?
8. What is an irrevocable trust?
9. What is burial insurance?
10. What is a whole-life policy?
11. Can you crowdfund a funeral?
12. What is the difference between an “at-need” and a “preneed” funeral?
13. What are the pros and cons of pre-paid funerals?
14. Why you should pre-pay funeral expenses
15. Why it is important to communicate with your family
16. Five reasons to preplan your funeral
17. How funeral planning can save your family money
18. How funeral planning allows your family to spend more quality time together
19. How funeral planning helps your family avoid arguments
20. How funeral planning brings peace of mind before you pass on
21. How do I approach a family member about pre-planning their funeral?
22. Examining the taboo: why it is pragmatic, not morbid, to plan your funeral
23. Your wedding wasn't planned overnight, neither should your final wishes
24. Why you shouldn't wait to preplan (you are rational right now, you may not be rational later)
25. Besides price, what should I consider when pre-planning my funeral?
26. Ten questions to ask when pre-planning
27. Seven things to clarify with your family before you pre-plan
28. Four steps to pre-planning a funeral
29. Five questions to ask when choosing a funeral home
30. What steps do I need to take to pre-plan my funeral?
31. Preplan checklist
32. How to choose a funeral home the smart way
33. What is embalming?
34. All about indigent burial programs
35. All about anatomical donation organizations
36. Is a natural burial legal?
37. What you need to know about environmentally-friendly burials
38. Why is a funeral important?
39. What are your rights when pre-planning a funeral?
40. Who has the right to arrange a funeral?
41. Tips to save money on burial services
42. Individual testimonial on why they are pre-planning their funeral
43. Daughter testimonial on why they are pre-planning parent's funeral
44. Testimonial on how pre-planning helps us relax as a family
45. Testimonial: By pre-planning, grandpa took care of his family right to the end
46. Horror story of what goes wrong when you don't pre-plan
47. Interview: What would you want for your funeral?
48. Do pre-paid funeral plans affect my ability to qualify for Medicaid?

49. What are my burial benefits as a veteran?
50. How does the VA help with funeral expenses?
51. What you need to know about Social Security benefits
52. What happens if I pre-plan and then pass away in another state?

## **TUESDAY: PERSONALIZATION AND MEMORIALIZATION**

1. How to create a memory table
2. How to create a quote board
3. How to pick meaningful sympathy flowers
4. How to celebrate your loved one's involvement in communities
5. How to incorporate aromas into your funeral service
6. How to display photos in a unique way
7. What are memorial stones?
8. How to relive happy memories by hosting a game night in their honor
9. How to grow a memory tree
10. What is a memory capsule?
11. What is a memorial hashtag?
12. How to create a memorial website
13. All about planting trees in a loved one's honor
14. Instead of a eulogy, try an open-mic session
15. List of 10 popular tribute songs
16. List of 10 popular tribute poems
17. Light up the sky with paper lanterns
18. How to create an epic celebration-of-life video
19. List of 10 giveaway ideas
20. How to create a coloring station for children
21. How to create a memory book in honor of the deceased
22. Is it okay to give away objects from their collection?
23. How to organize a memorial picnic
24. How to organize a campfire service
25. Why you should encourage an "unplugged" service
26. Your options if your loved one served in the military
27. How to incorporate their favorite song into the service
28. How to respectfully display your loved one's belongings at the service
29. How to choose a respectful theme for a funeral
30. How to organize a scattering ceremony
31. Can you complete some items on their bucket list?
32. Green alternatives to releasing balloons
33. List of 10 community service ideas to give back on their behalf
34. How to organize a fireworks display
35. List of 15 Bible verses to celebrate your loved one
36. How to create custom Christmas ornaments to remember your loved one
37. What are seed cards and how can you incorporate them into their funeral?
38. Book giveaway ideas for their funeral service
39. Learn more about how you can personalize your loved one's casket
40. Can you personalize the order of service?
41. Can you personalize transport options (instead of a hearse)?
42. Are you sure you want people to wear black?
43. How to organize a tree planting initiative on their behalf
44. What is a message book and how can you incorporate it into your service?

45. 5 interesting candle ideas
46. How do outdoor services work?
47. How to name a star after your loved one ([yes, you can do that!](#))
48. How to contribute your loved one's ashes to renovating a reef ([link](#))
49. How to start a scholarship in your loved one's name
50. List of 10 walks/runs that may make your loved one smile from up there
51. How to send your loved one's ashes into orbit ([link](#))
52. How to commission a memorial plaque

### **WEDNESDAYS: GRIEF**

1. Are you struggling with how a loved one died?
2. What do we need when we are grieving?
3. When should you see a grief counselor?
4. Why we don't recover from grief, and why that's okay
5. What grief resources does your funeral home offer?
6. What are the different types of grief?
7. Is how I am grieving normal?
8. Does your funeral home offer grief seminars or support groups?
9. Why does your grief feel more intense right now?
10. Why is your grief worse at night?
11. Why is your grief worse in the morning?
12. How to acknowledge and manage your grief
13. How you should deal with forgetfulness and grief
14. How you should deal with reading comprehension and grief
15. How to deal with situational grief triggers
16. What are some good books to read about grief?
17. What are some good poems about grief?
18. What should you do when the second wave of grief hits?
19. How can we frame grief in a positive way?
20. What are some ways to handle grief in a healthy way?
21. Working through your grief with cooking
22. Working through your grief with crafts
23. Working through your grief by journaling
24. What are some creative outlets for your grief?
25. Quotes about grief
26. Why it's not selfish to grieve
27. How to overcome your guilt
28. What to do when you start questioning your faith
29. How can you love a God who allows you to know this grief?
30. What should you do when your own reflection triggers your grief?
31. What to do when you feel like your grief is burdening others
32. How to be patient with yourself on your grief journey
33. How do we console someone remotely?
34. What are some warning signs when comforting a grieving loved one?
35. Why does everyone grieve differently?
36. How do introverts and extroverts grieve differently?
37. Is it really your job to comfort the grieving?
38. How to deal with burnout when comforting the grieving
39. What are some tips and tricks for handling anniversaries and holidays after loss?
40. As a widow, when can you begin to date again?

41. How can you adjust to life without the deceased?
42. What to do if/when social media triggers your grief
43. How to deal with the anniversary of your loved one's death
44. How can we grieve someone who took their own life?
45. What is a healthy way to grieve someone who died of an overdose?
46. How do we deal with disenfranchised death?
47. How should I grieve the loss of a toxic individual?
48. Why do we downplay the deaths of the elderly?
49. How are breakups and deaths similar? How are they different?
50. What is secondary loss and why don't we talk more about it?
51. How should I deal with grief and my lower sex drive?
52. How to talk to your children about miscarriages and stillbirths
53. What is an appropriate way to grieve an acquaintance?

#### **THURSDAY: ABOUT YOUR FUNERAL HOME / BIBLE QUOTES**

1. What is your mission statement?
2. What are your values?
3. What is your vision?
4. In-depth discussions about your services
5. The history of your funeral home
6. Interviews with staff
7. Behind-the-scenes of your funeral home
8. Family testimonials about your funeral home
9. New projects that you are working on
10. New updates to your building
11. Announce partnerships with organizations
12. Personal stories and experiences as funeral directors
13. Meet your funeral home's therapy dog
14. The Lord your God in your midst, The Mighty One, will save; He will rejoice over you with gladness, He will quiet you with His love, He will rejoice over you with singing.  
Zephaniah 3:17
15. Now may the God of hope fill you with all joy and peace in believing, so that you will abound in hope by the power of the Holy Spirit. Romans 15:13
16. He will wipe away every tear from their eyes. There will be no more death, sadness, crying, or pain. All the old ways are gone. Revelation 21:4
17. Give me a sign of your goodness, that my enemies may see it and be put to shame, for you, LORD, have helped me and comforted me. Psalm 86:17
18. My flesh and my heart fail; But God is the strength of my heart and my portion forever.  
Psalm 73:26
19. Yet I am always with you; you hold me by my right hand. Psalm 73:23
20. My soul, wait in silence for God only, For my hope is from Him. Psalm 62:5
21. From the ends of the earth I call to you, I call as my heart grows faint; lead me to the rock that is higher than I. Psalm 61:2
22. You are my protection, my place of safety in times of trouble. Psalm 59:16 ICB
23. On the day I call for help, my enemies will be defeated. I know that God is on my side.  
Psalm 56:9
24. You have recorded my troubles. You have kept a list of my tears. Aren't they in your records? Psalm 56:8
25. God is our protection and our strength. He always helps in times of trouble. Psalm 46:1

26. But the salvation of the righteous is from the Lord; He is their strength in the time of trouble. Psalm 37:39
27. The Lord is close to the brokenhearted. He saves those whose spirits have been crushed. Psalm 34:18
28. I remain confident of this: I will see the goodness of the LORD in the land of the living. Psalm 27:13
29. The Lord is my light and my salvation; whom shall I fear? The Lord is the stronghold of my life; of whom shall I be afraid? Psalm 27:1
30. Even though I walk through the darkest valley, I will fear no evil, for you are with me; your rod and your staff, they comfort me. Psalm 23:4
31. My God turns my darkness into light. Psalm 18:28
32. The Lord is my rock, my fortress and my deliverer; my God is my rock, in whom I take refuge, my shield and the horn of my salvation, my stronghold. Psalm 18:2
33. He heals the brokenhearted. He bandages their wounds. Psalm 147:3
34. The Lord is gracious and full of compassion. Psalm 145:8
35. The Lord shall preserve you from all evil; He shall preserve your soul. Psalm 121:7
36. Let your steadfast love comfort me according to your promise to your servant. Psalm 119:76
37. This is my comfort in my affliction, That Your word has revived me. Psalm 119:50
38. You are my hiding place and my shield. I hope in your word. Psalm 119:114
39. Your word is a lamp to my feet, and a light to my path. Psalm 119:105
40. I love the Lord, because He hears My voice and my supplications. Psalm 116:1
41. Do not sorrow, for the joy of the Lord is your strength. Nehemiah 8:10
42. Blessed are those who mourn, for they shall be comforted. Matthew 5:4
43. Blessed are you who weep now, for you will laugh. Luke 6:21
44. He has sent Me [Jesus] to heal the brokenhearted. Luke 4:18
45. You have taken up my cause, O Lord; you have redeemed my life. Lamentations 3:58
46. You came near when I called on you; you said, 'Do not fear!' Lamentations 3:57
47. For God so loved the world that He gave His only begotten Son, that whoever believes in Him should not perish but have everlasting life. John 3:16
48. When Jesus therefore saw her weeping, and the Jews who came with her also weeping, He was deeply moved in spirit and was troubled. John 11:33
49. You will feel safe because there is hope. Job 11:18
50. I have loved you with an everlasting love; I have drawn you with unfailing kindness. Jeremiah 31:3
51. The Spirit of the Sovereign Lord is on me, because the Lord has anointed me to proclaim good news to the poor. He has sent me to bind up the brokenhearted, to proclaim freedom for the captives and release from darkness for the prisoners. Isaiah 61:1
52. For the mountains may depart and the hills be removed, but my steadfast love shall not depart from you. Isaiah 54:10
53. Do not fear, for I am with you; Do not anxiously look about you, for I am your God. I will strengthen you, surely I will help you, Surely I will uphold you with My righteous right hand. Isaiah 41:10

#### **FRIDAYS: EDUCATIONAL TOPICS**

1. How to live-stream a funeral or memorial service
2. How should you respond when someone says they're lonely?
3. How should you respond when someone says they're contemplating suicide?
4. A family's inspirational story about grief and loss

5. Volunteer event your funeral home's staff attended
6. Interesting event your funeral home's staff attended
7. What might funerals look like in the future?
8. Guest blog post from a grief counselor
9. Guest blog post from a clergy member
10. How to organize food and beverages
11. What is a eulogy?
12. How to arrange for a funeral to be recorded
13. Other ways to say "in lieu of flowers"
14. What is a funeral celebrant?
15. What is the FTC Funeral Rule?
16. How do you pay for a funeral?
17. What is direct cremation?
18. What are some ways to repurpose funeral flowers?
19. What's the difference between inurnment, interment, and internment?
20. What happens to unclaimed cremated remains?
21. How to write a meaningful obituary
22. Why should you buy a cemetery plot before you pass on?
23. How to cope with end of life issues
24. They have signed a DNR; now what?
25. How should I bring up my sympathy gift?
26. Should I bring my child to the funeral?
27. How do I ship or transport human remains?
28. How can I memorialize my loved one with a memorial bench?
29. What is alkaline hydrolysis?
30. What is the difference between a wake and visitation?
31. What are pet burial laws I need to be aware of?
32. What are "widow's weeds"?
33. Do flowers have special meanings and symbolism?
34. How do I plan a funeral?
35. Why are graves dug six feet deep?
36. What to do after a loved one dies
37. What not to say at a funeral
38. What are some ideas for honoring a deceased colleague?
39. Are roadside memorials illegal?
40. What should I say when someone has lost a child?
41. What gifts should I give to someone who has lost a loved one?
42. How should I mourn my pet?
43. How do I choose pallbearers for a funeral?
44. How to find a great funeral director
45. How to write a request for funeral donations
46. What is a memorial fund?
47. What is the best way to make my wishes known?
48. How do different generations deal with death?
49. What are some common funeral misconceptions?
50. What attire is appropriate to wear to a funeral?
51. How to ask your boss for bereavement leave
52. What is a green funeral?



## **SATURDAY: FUNERAL TRADITIONS AROUND THE WORLD**

1. Tibet: Sky burial
2. Madagascar: Famadihana
3. Scandinavia: Water burial
4. India: Parades and funeral pyres
5. Zoroastrian towers of silence
6. Hong Kong: Scattering ashes at sea
7. Nigeria: Ikwa ozu
8. Ghana: Fantasy coffins
9. Philippines: Hanging coffins
10. Papua New Guinea: Mummification
11. South Korea: Compression into beads
12. Brazil: Endocannibalism
13. New Orleans: Jazz burial
14. Philippines: Blindfolded burial
15. Ancient Egypt: Mummification
16. Northern Europe: Bog bodies
17. Italy: Catacombs
18. Cenotaphs
19. Scandinavia: Runestones
20. Burial at sea
21. Ancient Greece: Charon's Obol
22. Qin China: Terracotta Warriors
23. Han China: Jade Burial Suit
24. Mongolia: Air Sacrifice
25. India: Sati
26. East Asia: Hell money
27. Kiribati: Skull burial
28. Mexico: Dia de los Muertos
29. Philippines: Tinguian Funeral
30. North America: Haida Totem Funeral
31. Fiji: Strangulation Funeral
32. Taiwan: Funeral strippers
33. Ancient Mayan rituals
34. Ancient Greece: Totenpass
35. Ancient Egypt: Death Masks
36. Victorian England: Memento Mori
37. Burial mounds
38. Ancient Italy: Etruscan Cities of the Dead
39. Ancient Egypt: The Ka-Statue
40. East Asia: The Ancestral Alter
41. Philippines: Psychopomps
42. Indonesia: Balinese cremation
43. Russia: Russian Orthodox funerals
44. Indonesia: Tana Toraja
45. Japan: Japanese Buddhists
46. Alaska: Orthodox spirit houses
47. India: Hindu cremation on the sacred Ganges
48. Bahai rituals
49. Jewish rituals

- 50. Muslim rituals
- 51. Catholic rituals
- 52. Hindu rituals

### **SUNDAY: DID YOU KNOW?**

- 1. Funeral directors drive minivans, not hearses.
- 2. I'm a mortician. Ask me how I set a corpse's features!
- 3. Why you may want to think twice about protective caskets
- 4. What is exploding casket syndrome?
- 5. What happens when a person with a pacemaker is cremated?
- 6. How often do funeral directors actually see dead people?
- 7. What do stage lighting and color theory have to do with funeral homes?
- 8. Why are funeral homes starting to transition away from formaldehyde?
- 9. How do funeral homes dispose of chemicals and body fluids?
- 10. Did you know you can't be buried under a tree?
- 11. Are home funerals legal?
- 12. Inside the life of a mortician
- 13. The funeral industry doesn't profit off the deaths of children
- 14. Hip and knee replacements are often melted down and recycled for road signs!
- 15. What's the difference between a funeral director and a mortician?
- 16. Besides leading the service, what other services do funeral directors provide?
- 17. Did you know that a high percentage of funeral directors suffer from back problems?
- 18. What's the difference between a casket and a coffin?
- 19. How does cremation work?
- 20. Is cremation bad for the environment?
- 21. Which is better for the environment, burial or cremation?
- 22. Can family members legally conduct funerals themselves?
- 23. Does a funeral have to be held in a funeral home?
- 24. Did you know that you can have a funeral and be cremated?
- 25. Where does the saying "saved by the bell" come from?
- 26. What does a properly folded military flag look like?
- 27. Do people still hire professional mourners?
- 28. Are humans the only animals that bury their dead?
- 29. Why do people place flowers on graves?
- 30. Why do people place coins on graves?
- 31. What is an Irish wake?
- 32. How many people are buried at Arlington each day?
- 33. What all do funeral directors do?
- 34. How many people die each day around the world?
- 35. 7,000 people die each year from doctors' messy handwriting.
- 36. What is Cotard's syndrome?
- 37. Jellyfish don't die of old age.
- 38. What did widows do in Victorian England?
- 39. How many dead bodies are there on Mount Everest?
- 40. Natural deaths spike during holidays, but suicides and homicides decrease.
- 41. Do funeral directors genuinely care, given that they are exposed to death every day? Or are they desensitized?
- 42. How do funeral homes make money?
- 43. Are funeral directors predominantly men or women?
- 44. When do funeral directors work? Is it 9-5?

- 45. How does a funeral director make your life easier?
- 46. All about the discount funeral businesses
- 47. Do funeral directors give back to the community?
- 48. Is being a funeral director all doom and gloom?
- 49. Are there high rates of depression among funeral home employees?
- 50. If you're an organ donor, can you still have an open casket funeral?
- 51. Did you know you can rent a casket?
- 52. Did you know some funeral directors live in the funeral home?