

APRIL Social and Holiday dates & **CONTENT** you can create around it!

Hot Tips For Prepping Your April Content Ahead Of Time (In A Snap!)

It can be tough to create content month after month. It takes time! If you schedule ahead and follow these simple tips, it's soooo much easier.

In fact, if you follow a few key strategies we've outlined below you'll have a month's worth of content created and scheduled out, ready to go. And the best part is that it doesn't have to take hours and hours! Here are my tips for doing that:

1. **Use a template.** There are plenty of templates available on the tools I've recommended. Use one of them and use it to guide you. Why spend ages creating a cool design, when you are not a designer? Instead, use a design that a designer has already signed off on, and edit the template. Edit just the text or photo or colours. Don't go too crazy as then you run the risk of ruining the design (*sorry, but it's true and that goes for me too!*).
2. **Create in batches.** If you are going to get into a creative space that results in you creating one visual content. Why not create two videos? or three videos? or 10-20 images? It's much easier to create a bunch of content in one sitting than to do them all at separate times. You have the tools open and ready to go. Keep going and do another one!
3. **Create some short videos for social media posts** – We're talking short videos of 15-30 seconds vs long form content. If you're looking for more advice about how to create effective 15 second videos, see the visual content guide!
4. **Create content that's easily consumed.** This includes quotes, tips or observational humour. All of these are great for engagement.
5. **Create GIFs to add personality to your posts.** Whether creating your own GIFs, or posting one of the millions of GIFs in the Giphy library,

adding a GIF to your posts brings a lot of character and humor. You can also add them into emails or blog posts!

Tips For Using Our April Social Media Ideas

1. **Create a social video about the holiday in question** – You can do a Top 5 list, create a how-to video, show behind the scenes of your business (related to the holiday in question), make a tutorial, or a simple quote video. It's time to get creative! Is it Pizza Day? Do a video about Pizza Fun Facts! Use a video tool like **Wave** to help you.
2. **Create a fun GIF that reflects the holiday in question.** Or share a GIF direct from **Giphy**
3. **Create an image based around the holiday** – a quote, meme, saying, tip, photo that reflects the celebration day or image with text overlay.

April Social Media Ideas And Holidays –

APRIL 1ST: April Fool's Day – Watch out for hoaxes and pranksters today – or maybe have some fun with your audience. #AprilFoolsDay

APRIL 2ND: International Children's Book Day – Held on Hans Christian Andersen's birthday, the 2nd April, a day of celebration around children's literature and the love of reading. It's also **World Autism Day**. World Autism Awareness Day, use the hashtag #WAAD or #WorldAutismDay.

APRIL 3RD: National Walking Day – time to get walking! No excuses! #NationalWalkingDay is held annually on the first Wednesday in April. Oh and it's also **National Chocolate Mousse Day** (maybe don't do both at the same time {wink}. #ChocolateMousseDay

APRIL 4TH: Maya Angelou's Birthday – There's no better day to share a well-loved Maya Angelou Quote than today. We all loved her grace and her wisdom and she continues to inspire daily all over the internet. #MayaAngelou

APRIL 5TH: Go For Broke Day – Today is a day for taking risks and facing your fears! #GoForBrokeDay. The 5th of April is also **Caramel Day**, so go for broke and face your fears while eating something caramel-icious. Or while eating Deep Dish Pizza...It's **Deep Dish Pizza Day** too!

APRIL 6TH: Today is world **Caramel Popcorn Day** and **Pillow Fight Day**!

APRIL 7TH: World Health Day – The World Health Organisations official day to celebrate and promote health around the world and ensuring that everyone can obtain the health care they need, wherever they live.

APRIL 9TH: Unicorn Day – A special Unicorn deserves a special day. Have fun with this one – whether it's talking about "Unicorn" businesses to fantastical creatures. #UnicornDay. And if you're looking for an excuse to post a powerful quote, it's also **Winston Churchill Day**.

APRIL 10TH National Sibling Day – A day to celebrate all things siblings. #SiblingDay. It's also **Encourage a Young Writer Day** if you have some content around writing and literature to share as part of your April Social Media Ideas!

APRIL 11th: National Pet Day – A day to celebrate all things pets! (US-based holiday) #NationalPetDay

APRIL 12th: International Day of Human Space Flight – today is all about the wonder of space flight around the world. #InternationalDayOfHumanSpaceFlight

APRIL 13th: Scrabble Day – Word masters, grab your boards (or tiles) and create scrabble-related content. #Scrabble #ScrabbleDay

APRIL 14TH: Dolphin Day – A day to celebrate as well as protect dolphins. #DolphinDay is celebrated around the world as an unofficial holiday around our human-like friends of the sea.

APRIL 15TH: World Art Day – Today is #WorldArtDay

APRIL 16TH: Wear Your PJs to Work Day – It's time to get casual at work! #PJDay

APRIL 17TH: Banana Day – all things bananas in celebration of this popular fruit. Also popular with Minions. #BananaDay

APRIL 18TH: National High Five Day – Held on the third Thursday of April every year – a holiday about spreading good vibes and sharing high fives. #HighFiveDay

APRIL 19TH: Good Friday – A popular international holiday the world round. Today is #GoodFriday.

APRIL 20TH: Look-a-like-Day – A great day to talk about twins, cloning, copycats, and who looks like who

APRIL 21ST: Easter Sunday – Easter Sunday is celebrated the world over and is also the day the Easter Bunny does his thing! It's also **National Tea Day** in the UK– celebrate with a cuppa!

APRIL 22ND: Earth Day – Earth Day 2019 is on April 22nd. #EarthDay. Oh and it's also **Jelly Bean Day**.

APRIL 23RD: Talk Like Shakespeare Day – Yes, there's a day for talking like Shakespeare. It's fitting that it is also **World Book Day** on the day that Shakespeare died.

APRIL 24TH: World Stationery Day – If you're a lover of all things paper products, and stationery, today is your day to get excited! #StationeryDay

APRIL 26TH: Pretzel Day – It's likely that Pretzel Day will attract this inevitable pretzel comments. #Pretzel Day

APRIL 27TH: Prime Ribs Day – Rib Lovers Unite! #primeribs

APRIL 28TH: Pay it forward day – This day now attracts people from over 100 countries all taking time to show a little kindness in this world and pay it forward.

APRIL 29TH: International Dance Day – Talk about all things dance today! #InternationalDanceDay