



# One Year Social Media Planner

A Digital Consultants FREE GUIDE

## January

| Theme/focus                    | Hashtag   | Type of Post   |
|--------------------------------|---|--|
| New Years Day                  | #NewYearsDay #NewBeginnings<br>#Hello2026 #SchoolCommunity<br>#WelcomeBack                    | <b>Video post</b> – from the principal welcoming the new year and energize the school community                  |
| Spirit Week                    | #SpiritWeek #SchoolSpirit<br>#DressUpDays #StudentLife<br>#FunAtSchool                        | <b>Static image series</b> — highlighting each themed dress-up day, school pride, and enthusiastic participation |
| Enrollment Day                 | #EnrollmentDay #JoinUs<br>#NowEnrolling #OpenHouse<br>#ChristianEducation<br>#ChristianSchool | <b>Static image</b> - of a call to action for new families to enroll   |
| International Day of Education | #InternationalDayOfEducation<br>#EducationMatters<br>#GlobalLearning<br>#ChristianEducation   | <b>Static image</b> - of a quote or message from school leadership celebrating the power of education            |

## February

| Theme/focus                            | Hashtag   | Type of Post   |
|--|---|--|
| Groundhog Day                          | #GroundhogDay<br>#EarlySpringOrMoreWinter<br>#SchoolFun | <b>Static image</b> - highlighting how students engaged with the Groundhog Day tradition |
| President Day                          |   |  |
| Open House                             | #OpenHouse #VisitUs<br>#SchoolTour #NowEnrolling        | <b>Video post</b> – inviting families to attend, with highlights of the school           |
| Valentine's Day (Love in Christ theme) | #ValentinesDay<br>#LoveInChrist #FaithAndLove           | <b>Video post</b> – showcasing how students express                                      |

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|           | #ChristCenteredLove<br>#GodIsLove                              | Christ-like love through acts of kindness and classroom activities   |
| Book Fair | #BookFair<br>#ReadersAreLeaders<br>#BookLovers #SchoolLiteracy | <b>Static image</b> - featuring students browsing or reading, with reminders to attend and support the Book Fair |

## March

| Theme/focus         | Hashtag   | Type of Post  |
|---------------------|---|---|
| Spring Break        | #SpringBreak #SchoolBreak<br>#RestAndRecharge<br>#SeeYouSoon  | <b>Static image</b> – wishing students and families a safe and restful break  |
| Daylight Savings    | #DaylightSavings<br>#SpringForward<br>#TimeChange<br>#SchoolReminders   | <b>Static image</b> – reminder about time change  |
| St. Patrick's Day   | #StPatricksDay<br>#ChristianSchoolLife<br>#FaithAndFriendship<br>#BlessedCommunity<br>#ShamrockSmiles<br>#SchoolSpirit<br>#GodsBlessings<br>#FaithInAction                    | <b>Static Image</b> - Faith & Friendship in Full Green<br><br>Static post showing students wearing green, holding shamrocks, and smiling together, with a short caption tying God's blessings to joy and community.   |
| First Day of Spring | #FirstDayOfSpring<br>#SpringVibes<br>#ChristianSchoolLife<br>#FaithAndLearning<br>#GodsCreation #SpringJoy<br>#SchoolCommunity<br>#ChristCenteredEducation<br>#ChristianSchoo | <b>Static/Video Image</b> - Post with bright, colorful flowers and smiling students outside enjoying the sunshine—could be in the school garden, playground, or during a spring activity.<br>Description: Capture the joy and renewal of spring with a cheerful, vibrant image. Encourage families to |

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|                     |  | celebrate the new season and God's creation.  |
| Teacher Work Day    | #TeacherWorkDay<br>#BehindTheScenes<br>#PlanningForSuccess<br>#TeacherLife | <b>Static images</b> – of teachers collaborating, organizing, or prepping classrooms with a thank-you message |
| First Day of Spring | #FirstDayOfSpring<br>#HelloSpring<br>#SeasonOfGrowth                       | <b>Static image</b> – including student artwork, campus flowers, or a hopeful quote                           |

## April

| Theme/focus                | Hashtag  | Type of Post   |
|----------------------------|--|--|
| April Fools' Day           | #AprilFools<br>#ChristianSchoolFun<br>#LaughterIsGood<br>#FaithAndJoy #SchoolSmiles<br>#BlessedCommunity<br>#JoyInTheLord<br>#ChristianEducation | <b>Video</b> - Lighthearted "Laughter on Campus"<br>Short reel of students and teachers sharing harmless pranks or funny moments, highlighting joy and togetherness. |
| SAT Exams                  | #SATReady #TestDay<br>#StudySmart #CollegeBound<br>#AcademicExcellence   | <b>Static image</b> – of a prayer request and test-taking tips   |
| Easter Sunday/ Good Friday | #HelsRisen #GoodFriday<br>#EasterSunday<br>#FaithInChrist #HolyWeek<br>#ResurrectionSunday   | <b>Video post</b> – from a school pastor or student sharing scripture and the meaning of Easter  |
| Summer Camp Registration   | #SummerCamp #CampLife<br>#NowRegistering<br>#SummerFun #FaithAndFun  | <b>Video montage</b> – highlighting previous camps, set to music, with a registration reminder at the end  |
| Earth Day                  | #EarthDay #CreationCare<br>#GodsCreation<br>#ServeAndProtect   | <b>Static image</b> – of students participating in an eco-friendly activity  |

## May

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|--------------------------------------|--|--|
| National Day of Prayer               | #NationalDayOfPrayer<br>#PrayTogether #FaithInAction<br>#PrayerInSchools   | <b>Video post</b> – of students or staff leading a prayer, or a short montage of a school-wide moment of prayer                  |
| Teacher Appreciation Week (All week) | #ThankATeacher<br>#TeacherAppreciationWeek<br>#BestTeachersEver  | <b>Static image series</b> – of daily posts throughout the week featuring individual teachers with student quotes or thanks      |
| Mother's Day                         | #MothersDay<br>#LoveLikeAMom<br>#FaithFamilyMotherhood   | <b>Static image</b> – of students with their moms or a student-made art piece with a sweet message overlay                       |
| School Play                          | #SchoolPlay #StudentTalent<br>#OnStage #TheaterKids  | <b>Video highlight</b> – of short clips from dress rehearsals or the final performance to showcase student talent                |
| Memorial Day                         | #MemorialDay<br>#ChristianSchoolLife<br>#HonorAndRemember<br>#FaithAndFreedom<br>#WeRemember<br>#GratefulNation<br>#PrayForOurTroops<br>#BlessedNation | <b>Static Post</b> - Flags on school grounds, students in respectful poses, and a short prayer in the caption for fallen heroes. |

## June

| Theme/focus           | Hashtag  | Type of Post   |
|-----------------------|--|--|
| Graduation            | #GraduationDay<br>#ClassOf2026<br>#MilestoneMoment | <b>Video post</b> – of an emotional highlight reel of the ceremony, student speeches, and cap toss moments |
| World Environment Day | #WorldEnvironmentDay<br>#CareForCreation           | <b>Static image</b> – of students participating in an eco-activity   |

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|                     | #GodsCreation<br>#SustainabilityStartsHere                              | with a Bible verse about stewardship   |
| Father's Day        | #FathersDay<br>#DadAppreciation<br>#FaithfulFathers<br>#StrongAndLoving | <b>Static image</b> – of students with their dads or a student message about what makes a great father |
| First Day of Summer | #FirstDayOfSummer<br>#HelloSummer #SchoolsOut<br>#JoyfulSeason          | <b>Static image</b> – celebrating the start of summer with a message of rest and joy                   |

## July

| Theme/focus                 | Type of Post   | Type of Post  |
|-----------------------------|--|---|
| Canada Day                  | #CanadaDay<br>#TrueNorthStrong<br>#ProudToBeCanadian<br>#FaithAndFreedom<br>#GodKeepOurLand  | <b>Static image</b> – of the Canadian flag with students or staff, overlaid with a Psalm or prayer for the nation.                            |
| 4th of July                 | #FourthOfJuly<br>#FaithAndFreedom<br>#ChristianEducation<br>#GodBlessAmerica<br>#SchoolCelebration<br>#PatrioticSpirit #FaithInAction<br>#BlessedNation          | <b>Carousel post</b> - Students and staff celebrating with red, white, and blue decorations, linking freedom in Christ with national freedom. |
| Declaration of Independence | #DeclarationOfIndependence<br>#FaithAndFreedom<br>#ChristianSchoolLife<br>#GodBlessAmerica<br>#PatrioticFaith #BiblicalTruth<br>#FaithInAction<br>#BlessedNation | <b>Static post</b> Historical imagery overlaid with Scripture, featuring students holding small American flags.                               |
| Independence Day            | #IndependenceDay #USA<br>#FourthofJuly<br>#FreedomInChrist<br>#ChristSetsUsFree  | <b>Static image</b> – of July 4th imagery with a verse overlaid   |
| First Day of Summer Camp    | #SummerCampKickoff<br>#CampLife #FaithAndFun   | <b>Carousel or video</b> – of the day highlights: kids arriving,  |

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|                           | #NewAdventures<br>#CampVibes #GodInNature                            | playing games, worship moments, campfire scenes, etc.  |
| Fall Career Opportunities | #FallOpportunities<br>#CareersInFaith #FallHiring<br>#JoinOurMission | <b>Static image or graphic</b> – announcing open positions for fall, with a link in bio or CTA to apply. |

## August

| Theme/focus              | Hashtag  | Type of Post   |
|--------------------------|--|--|
| Join Athletics           | #JoinTheTeam<br>#FaithAndFitness<br>#PlayWithPurpose<br>#AthletesForChrist | <b>Video or carousel post</b> – of past sports moments, team camaraderie, and coach invites to join.                       |
| International Youth Day  | #InternationalYouthDay<br>#FaithInYouth<br>#LeadersOfTomorrow              | <b>Static image or student quote graphic</b> – featuring a student or group with a quote about faith, identity, or change. |
| First Day Of School      | #FirstDayOfSchool<br>#BackToSchool<br>#FaithJourney<br>#HelloSchoolYear    | <b>Photo or video post</b> – of students arriving, backpacks, classroom scenes, or principal's welcome.                    |
| Back To School Checklist | #BackToSchoolChecklist<br>#ReadySetSchool<br>#SchoolPrep                   | <b>Carousel or static graphic</b> – with a checklist of essentials: supplies, dress code, mindset, prayer, schedule, etc.  |

## September

| Theme/focus | Hashtag                       | Type of Post  |
|-------------|-------------------------------|---|
| Labor Day   | #LaborDay<br>#WorkWithPurpose | <b>Static image or quote graphic</b> – of scripture about working/rest (e.g., |

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|  | #FaithAndWork<br>#LaborDayWeekend  | Colossians 3:23), paired with a photo of actual workers.  |
| First Day Of School                            | #FirstDayOfSchool<br>#BackToSchool<br>#FaithJourney<br>#HelloSchoolYear      | <b>Photo or video post</b> – of students arriving, backpacks, classroom scenes, or principal's welcome.   |
| First Day of Fall                              | #FirstDayOfFall<br>#SeasonOfChange<br>#FaithInEverySeason<br>#GratefulHearts | <b>Static image or graphic</b> – of an autumn-themed design or verse celebrating God's presence through seasonal transitions.                               |
| See You at the Pole (Student prayer gathering) | #SYATP #SeeYouAtThePole<br>#PrayTogether<br>#StudentPrayer<br>#PrayerMatters | <b>Video or photo post</b> – of students in prayer around the flagpole, a short clip of worship or prayer, or testimonial quotes about the power of prayer. |

## October

| Theme/focus               | Hashtag   | Type of Post   |
|---------------------------|---|--|
| World Teachers' Day       | #WorldTeachersDay<br>#ThankATeacher<br>#TeachingWithFaith<br>#EducatorsWhoInspire   | <b>Static image or carousel</b> – of beloved teachers with student quotes or thank-you messages.                                 |
| Columbus Day              | #ColumbusDay<br>#ExploringGodsWorld<br>#ChristianEducation<br>#FaithInLearning<br>#GodsCreation #SchoolLife<br>#BlessedJourney<br>#DiscoveryInFaith | <b>Static Post</b> - showing students in geography or history activities, with a caption connecting discovery to God's creation. |
| Thanksgiving Day (Canada) | #Thanksgiving<br>#GratefulHearts<br>#FaithAndGratitude<br>#BlessedBeyondMeasure   | <b>Static image or carousel</b> – of quotes from students/staff, or a Thanksgiving blessing graphic.                             |
| Pastor Appreciation Week  | #PastorAppreciation<br>#ThankYouPastor  | <b>Video or graphic post</b> – of a short thank-you message  |

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|-------------------------------|---|--|
|                               | #FaithfulLeaders<br>#SpiritualGuides  | from students/staff or highlight reel of pastors in action.  |
| Picture Day                   | #PictureDay #SayCheese<br>#BigSmiles  | <b>Static image or reminder graphic</b> – reminding people about dress code, smile tips, and picture day details.      |
| Breast Cancer Awareness Month | #BreastCancerAwareness<br>#FaithOverFear #ThinkPink<br>#SupportAndPray<br>#HopeInChrist | <b>Graphic or photo post</b> – of students/staff in pink, prayer for those affected, or a Bible verse on healing/hope. |

## November

| Theme/focus                     | Hashtag   | Type of Post  |
|---------------------------------|---|---|
| Veterans Day                    | #VeteransDay<br>#HonorAndServe<br>#GratefulNation<br>#ThankYouVeterans  | <b>Static image or video</b> – featuring veterans in your school community, a flag ceremony, or a prayer for service members. |
| Thanksgiving Day (US)           | #Thanksgiving<br>#GratefulHearts<br>#FaithAndGratitude<br>#BlessedBeyondMeasure   | <b>Static image or carousel</b> – of quotes from students/staff, or a Thanksgiving blessing graphic.                          |
| Fall Back Time Change           | #FallBack #TimeChange<br>#ExtraHour<br>#DaylightSavingEnds<br>#RestAndReset   | <b>Static graphic reminder</b> – reminding followers to set clocks back   |
| Martin Luther King Jr.          | #MLKDay #FaithAndJustice<br>#ChristianEducation<br>#UnityInChrist<br>#LoveYourNeighbor<br>#SchoolLife<br>#BlessedCommunity<br>#WalkingInFaith | <b>Reel or carousel post</b> - featuring students reading MLK quotes, paired with Scripture about love and justice.           |
| Christmas Festivities Promotion | #Christmas #JoyToTheWorld<br>#CelebrateTheSeason<br>#CountdownToChristmas   | <b>Video teaser or static promo post</b> – highlighting upcoming events: concerts,  |

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|  |  | outreach, parties, gift drives, etc. |
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## December

| Theme/focus   | Hashtag  | Type of Post   |
|---|--|--|
| Advent Season   | #AdventSeason<br>#HopePeaceJoyLove<br>#FaithInWaiting<br>#ChristIsComing                     | <b>Carousel or weekly countdown graphic</b> – of reflective posts for each week of Advent with scripture, prayer, or themes. |
| Giving Tuesday (Christian missions & school projects) | #GivingTuesday<br>#GiveWithPurpose<br>#SupportChristianEducation<br>#MissionsMatter          | <b>Video or graphic post</b> – of stories from missions or school projects and invite donations or prayers.                  |
| Christmas Day   | #ChristmasDay #JesusIsBorn<br>#MerryChristmas<br>#GodWithUs #ChristOurHope<br>#JoyToTheWorld | <b>Static image or video</b> – of a beautiful Nativity image, student performance clip, or message from school leadership.   |
| New Year's Eve  | #NewYearsEve<br>#FaithfulReflection<br>#Goodbye2025 #Hello2026                               | <b>Static image or reel</b> – of a year-in-review  |

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