

## ANNUAL OVERVIEW

Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
<b>Audience:</b> Rising Seniors <b>Topic:</b> Summer Visits  <b>Audience:</b> Incoming Students <b>Topic:</b> Preparing for Arrival		<b>Audience:</b> Seniors <b>Topic:</b> Common App Open	<b>Audience:</b> Seniors <b>Topic:</b> Campus Visits	<b>Audience:</b> Seniors <b>Topic:</b> FAFSA Live	<b>Audience:</b> Seniors <b>Topic:</b> Deadline Extended	<b>Audience:</b> Seniors <b>Topic:</b> Holiday Traditions (Caroling on Campus)		<b>Audience:</b> Seniors <b>Topic:</b> Deadline Extended	<b>Audience:</b> Admits <b>Topic:</b> Deposit Deadline Countdown		
<b>Audience:</b> Rising Seniors <b>Topic:</b> Preparing for the College Search		<b>Audience:</b> Seniors <b>Topic:</b> New Student Arrival (Image Heavy, FOMO, Excitement)	<b>Audience:</b> Seniors <b>Topic:</b> Fall Traditions (Pumpkin Carving on the Quad)		<b>Audience:</b> Seniors <b>Topic:</b> Thanksgiving	<b>Audience:</b> Seniors <b>Topic:</b> Regular Decision App Deadline Push			<b>Audience:</b> Juniors <b>Topic:</b> Welcome to the College Search		
		<b>Audience:</b> Incoming Students <b>Topic:</b> Countdown to Arrival		<b>Audience:</b> Seniors <b>Topic:</b> Halloween (Spooky campus history   Introduce your resident ghost 🧛)			<b>Audience:</b> Seniors <b>Topic:</b> FAFSA Completion Push			<b>Audience:</b> Juniors <b>Topic:</b> Spring Visits	
<b>Audience:</b> Seniors <b>Topic:</b> ED vs. EA			<b>Audience:</b> Seniors <b>Topic:</b> EA/ED App Deadline Push			<b>Audience:</b> Seniors <b>Topic:</b> Financial Aid			<b>Audience:</b> Seniors <b>Topic:</b> Deadline Extended		
									<b>Audience:</b> Seniors <b>Topic:</b> Still Time to Apply		

# SAMPLE CONTENT CALENDARS

## MONTHLY BREAKDOWN: JUNE 2026

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<b>1</b> <b>Audience:</b> Admits <b>Topic:</b> Deposit Deadline Extended	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b> <b>Audience:</b> Admits <b>Topic:</b> Final Deadline Countdown	<b>10</b>	<b>11</b>	<b>12</b> <b>Audience:</b> Admits <b>Topic:</b> Final Deadline Countdown	<b>13</b> <b>Audience:</b> Admits <b>Topic:</b> Final Deadline Countdown
<b>14</b> <b>Audience:</b> Admits <b>Topic:</b> Final Deadline Countdown	<b>15</b> <b>Audience:</b> Admits <b>Topic:</b> Final Deadline Countdown	<b>16</b> <b>Audience:</b> Incoming Students <b>Topic:</b> Summer To-Do List	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b> <b>Audience:</b> Rising Seniors <b>Topic:</b> First Day of Summer → Schedule Your Visit	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> <b>Audience:</b> Incoming Students <b>Topic:</b> Ways to Connect With Fellow Students	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>				



### Need a hand?

Give us a shout when you're ready to dig in. Together, we'll take a look at your current campaigns and see how our SparkAssist service can help you fine-tune your campaigns.

