

Marketing Minute

Facebook Post Ideas + Holidays / National Days Q1 2025

Who's up for a new year's resolution to post more often on your Facebook page? Even 1-2 posts a week can help grow your audience. In addition to posting about current specials, remember there are many other things you can share:

- Customer testimonials
- Photos of your store, products, customers (with permission), employees working, etc.
- Promotional posts related to ancillaries (additives, filters, wiper blades)
- Educational posts about oil changes and other related vehicle maintenance
- Blog posts from corporate (share the link directly or reshare from corporate FB page)
- Industry related news (NOLN or other automotive news)
- Any local events or happenings (try sharing from another local page or tag a local organization)
- Holiday and national day posts (see some ideas below)

A few tips...

- Posts with an image will perform better than text alone.
- If you share a post that has received a lot of engagement and positive feedback from your audience, consider boosting it locally.
- Avoid sensitive topics like politics and religion.
- Humor is great! But sometimes what we think is funny may be offensive to others. If in doubt, ask someone else to review the post or promotion – the corporate marketing team is always happy to provide feedback (and spot unintentional typos!).
- Remember, not everyone who likes or follows your page will see every post in their Facebook feed, so it's OK to post daily (or more) and it's OK to repeat the same or similar content.
- Anything that incorporates the Costa Oil logo that is not pre-approved needs to be submitted to corporate marketing (in your Slack channel) before posting.

Resources

- OilU.org under **Templates > Pre-Approved Social Media**
- Weekly postcards – released in Slack, can edit in Canva
- Other Costa Oil Facebook pages – see list <https://tinyurl.com/2trfd59z>
- Corporate blog - <https://costaoils.com/blog/>

Holidays / National Days – January, February, March 2025

- Google “national days calendar” to find more
- Always double check the date given by the calendar site

| DATE | OCCASION | HASHTAGS |
|------------|---|------------------------------------|
| January | New Year’s Resolutions | #NewYearsResolution |
| Jan. 1 | New Year’s Day | #HappyNewYear #NewYear2025 |
| Jan. 9 | Law Enforcement Appreciation Day | #LawEnforcementAppreciationDay |
| Jan. 12-18 | Pizza Week* <i>*Pizza Day is Feb 9</i> | #NationalPizzaWeek |
| Jan. 18 | Michigan Day | #MichiganDay #GreatLakeState |
| Jan. 20 | Martin Luther King, Jr. Day | #MLKDay #MartinLutherKingJrDay |
| Jan. 25 | Florida Day | #FloridaDay #SunshineState |
| Jan. 29 | Kansas Day | #KansasDay #SunflowerState |
| Jan. 31 | Fun at Work Day | #FunAtWorkDay #LoveWhereYouWork |
| February | Black History Month | #BlackHistoryMonth |
| Feb. 1 | Texas Day | #TexasDay #LoneStarState |
| Feb. 2 | Groundhog Day | #GroundhogDay |
| Feb. 8 | Iowa Day | #IowaDay #HawkeyeState |
| Feb. 9 | Super Bowl Sunday | #SuperBowlLIX |

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| Feb. 9 | Pizza Day | #NationalPizzaDay |
| Feb. 14 | Valentine's Day | #ValentinesDay #HappyValentinesDay |
| Feb. 17 | President's Day | #PresidentsDay |
| Feb. 17 | Random Acts of Kindness Day | #RAKday |
| March | Women's History Month | #WomensHistoryMonth |
| Mar. 1 | Minnesota Day | #MinnesotaDay #NorthStarState |
| Mar. 4 | Fat Tuesday / Mardi Gras Day | #FatTuesday #MardiGras |
| Mar. 7 | Employee Appreciation Day | #EmployeeAppreciationDay |
| Mar. 8 | International Women's Day | #WomensDay #InternationalWomensDay |
| Mar. 9 | Daylight Saving Time Begins | #DaylightSavingTime #DaylightSavingsTime |
| Mar. 14 | Potato Chip Day | #NationalPotatoChipDay |
| Mar. 17 | St. Patrick's Day | #StPatricksDay #StPaddysDay #HappyStPaddysDay |
| Mar. 20 | First Day of Spring | #FirstDayofSpring #SpringBegins #HappySpring |