



## 2019 Visit Colorado Springs Content Calendar

Visit Colorado Springs has a content calendar schedule for social media posts and consumer email newsletters. Monthly themes are subject to change. If you would like to reserve ad space, confirm calendar information or have questions, please contact Melissa Williams, Marketing Manager at [Melissa@VisitCOS.com](mailto:Melissa@VisitCOS.com) or 719-685-7641.

We encourage you to use this calendar for your own social media and communication efforts. So that we may best represent you, please make sure you are following Visit Colorado Springs on social channels and make send us information regarding any of your specials, events or packages especially as it relates to the monthly topics. Your business' holiday deals can be listed for free on our various [holiday pages](#). Please send details of your specials to [Chelsy@VisitCOS.com](mailto:Chelsy@VisitCOS.com) and [Jane@visitcos.com](mailto:Jane@visitcos.com) so that we may market your offerings on our various platforms.

### January:

**Newsletter Theme:** Fitness

**Social Media Topics:** Health Nuts, Stairways to Heavenly Views, Pikes Peak Birding Trail, Penny Smashing

**Holidays:** New Year's Day, Martin Luther King Jr. Day, National Plan for Vacation Day

**Local Events:** Manitou Springs' Great Fruitcake Toss, Fine Arts Center at Colorado College Centennial Celebration Kick-off

### February:

**Newsletter Theme:** Official Visitor Guide/Spring Break

**Social Media Topics:** Sports Teams & Experiences, Puppy Love, High Altitude Weddings, Spring Break

**Holidays:** Valentine's Day, Presidents' Day, Groundhog Day,

**Local Events:** Cripple Creek Ice Festival, Bighorn Sheep Day,

### March:

**Newsletter Theme:** Year-Round Adventures

**Social Media Topics:** Free Family Fun, Open Year-Round, STEAM attractions, Scenic Drives, Aviation

**Holidays:** Mardi Gras, St. Patrick's Day, First Day of Spring, Spring Break

**Local Events:** Mumbo Jumbo Gumbo Cook-Off , St. Patrick's Day Parade

### April:

**Newsletter Theme:** Breweries, Distilleries, Craft Beverages

**Social Media Topics:** What's New, Relax/Unplug, Spas and Wellness, Victorian High Teas

**Holidays:** Earth Day, Easter

**Local Events:** Earth Day Celebration

### May:

**Newsletter Theme:** Crafts + Drafts/4<sup>th</sup> of July

**Social Media Topics:** Crafts + Drafts, Scenic Carousels, Places to SUP, Farmer's Markets

**Holidays:** Cinco de Mayo, Mother's Day, Memorial Day

**Local Events:** Cañon City Music & Blossom Festival, Territory Days

### June:

**Newsletter Theme:** Memorials & Military

**Social Media Topics:** Fast-Paced Fun, Fireworks and 4<sup>th</sup> of July, Unique Rafting Packages, Off-roading Extravaganza

**Holidays:** Father's Day, First Day of Summer

**Local Events:** Manitou Springs Wine Festival, Donkey Derby Days, Pikes Peak International Hill Climb and Speed Week, Royal Gorge Whitewater Festival, Haute Route Rockies

### July:

**Newsletter Theme:** Camping

**Social Media Topics:** Military Museums, Camping & Boondocking, Angler Adventure, Pools with the Best Views, Trek off the Beaten Path

**Holidays:** Independence Day

**Local Events:** Pikes Peak or Bust Rodeo, , El Paso County Fair, Rocky Mountain State Games,

### August:

**Newsletter Theme:** Harvest & Fall Travel

**Social Media Topics:** Pike National Forest, Daytrips, Rock Climbing, Fido Friendly

**Holidays:** N/A

**Local Events:** Mountain Arts Festival, Vino & Notes Wine Festival, Ride for the Brand Championship Ranch Rodeo, Pikes Peak Ascent & Marathon

### September:

**Newsletter Theme:** Holiday Travel

**Social Media Topics:** Avoid the Crowds, Fall Colors, Oktoberfest, Foodie Frenzy, Pumpkin Patches

**Holidays:** Labor Day, First Day of Fall

**Local Events:** Colorado Springs Labor Day Lift Off, Commonwheel Artists Festival, Oktoberfest in Woodland Park, Harvest Festival

### October:

**Newsletter Theme:** Arts Month

**Social Media Topics:** Nighttime Tours/Pub Crawls, Cultural Craze, Haunted Colorado, Howl with the Wolves

**Holidays:** Columbus Day, Halloween

**Local Events:** Colorado Springs Science Festival, Emma Crawford Coffin Races, Boo at the Zoo, Boo at the Bridge

### November:

**Newsletter Theme:** Cabins & Cottages

**Social Media Topics:** Bikes + Brews, Extravagant Brunches, Holiday Markets, How to have a Colorado Christmas

**Holidays:** Veteran's Day, Thanksgiving

**Local Events:** Victorian Christmas, Glen Eyrie Madrigal Dinner

### December:

**Newsletter Theme:** Olympic City USA & Olympic Museum

**Social Media Topics:** Vintage Christmas, Get Outside, What are you doing New Year's Eve?

**Holidays:** First Day of Winter, Christmas, Kwanzaa, New Year's Eve, Hanukah

**Local Events:** Festival of Lights Parade, Electric Safari, Illumination Festival