



2016 Colorado Springs CVB Content Calendar

The Colorado Springs Convention and Visitors Bureau 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 or 719-685-7641.

We encourage you to use this calendar for your own social media and communications. So that we may best represent you, please connect with us on social channels and send us information regarding any of your specials, 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 and Denise@VisitCOS.com so that we may market you on our various platforms.

January:

Newsletter Theme: Official Visitors Guide

Social Media Topics:

Holidays: New Year's Day, Martin Luther King Day

Local Events: Manitou Springs' Great Fruitcake Toss

February:

Newsletter Theme: Dining/Sweepstakes

Social Media Topics: Bighorn Sheep Day/Wildlife, Places to Propose/President's Day, Dining Sweepstakes, Penny Smashing

Holidays: Mardi Gras, Valentine's Day, Presidents' Day

Local Events: Cripple Creek Ice Festival, Bighorn Sheep Day, Mumbo Jumbo Gumbo Cook-Off

March:

Newsletter Theme: What's New/Spring Break

Social Media Topics: What's New, Kid-Friendly/Spring Break Planning, Pushing Limits/Heights, Easter

Holidays: St. Patrick's Day, Easter, Spring Break

Local Events: St. Patrick's Day Parade

April:

Newsletter Theme: Festivals/Events

Social Media Topics: Female-Friendly/Girlfriend Getaways, Food Network Frenzy, Fido-Friendly, Lesser Known Mountains to Summit

Holidays: Earth Day

Local Events: Earth Day Celebration

May:

Newsletter Theme: Mother/Female Focus

Social Media Topics: Junior Ranger, Vintage Lodging, American Craft Beer Week, Babymoos, Memorial Day

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

Local Events: Create Cañon City Balloon Classic, Cañon City Music & Blossom Festival, Territory Days

June:

Newsletter Theme: Great Outdoors

Social Media Topics: COS Rodeo Series Begins, Family Friendly, Air Strip Attack/Speed Week, Best Camping Spots

Holidays: Father's Day

Local Events: Manitou Springs Wine Festival, Donkey Derby Days, Pikes Peak International Hill Climb and Speed Week, Royal Gorge Whitewater Festival, COS Rodeo

July:

Newsletter Theme: Patriotic/Olympics

Social Media Topics: Patriotic Picnic Spots, Golf, Leisurely Vacation, Cool Down/Water, Stargazing

Holidays: Independence Day

Local Events: Pikes Peak or Bust Rodeo, Ride for the Brand Championship Ranch Rodeo, COS Rodeo, Rocky Mountain State Games, El Paso County Fair

August:

Newsletter Theme: Fall Colors/Agritourism

Social Media Topics: Active Adventurer, Dude Ranches, Cycling, Closing Ceremonies Labor Day

Holidays: N/A

Local Events: Mountain Arts Festival, Vino & Notes Wine Festival, Pikes Peak Ascent & Marathon

September:

Newsletter Theme: Paranormal

Social Media Topics: Agritourism/Hands-On, Fall Colors, Native American/First People, Historic Landmarks

Holidays: Labor Day

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

October:

Newsletter Theme: Arts Month/Culture

Social Media Topics: Creepy/Crawly, Paranormal, Wine & Spirits, Paranormal, Puppy Love

Holidays: Columbus Day, Halloween

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

November:

Newsletter Theme: Holiday

Social Media Topics: Teen-Friendly, Historic Places, Thanksgiving/Social Giveaway, Shopping Districts

Holidays: Veterans Day, Thanksgiving

Local Events:

December:

Newsletter Theme: Head Start/New Year's Resolutions

Social Media Topics: Christmas Card Photo Ops, Museums/Indoor Fun, Social Holiday Giveaway, Santa/Lights

Holidays: Christmas, Kwanzaa, New Year's Eve

Local Events: Festival of Lights Parade, Electric Safari