

MARCH

KEY:

THESE ARE WEEKLY THEME IDEAS.

INTRO THEME

Take Sunday off! Then intro your theme on Mon/Tue.

Main Post:

This is an idea for your daily post. Some may have ways to continue/engage in IG/FB stories.

Idea Post:

These posts are good for any time. You can adapt them to fit your brand's needs.

SOME CULTURALLY RELEVANT HOLIDAYS TO CONSIDER CELEBRATING.

INCORPORATE THE HOLIDAYS YOU WISH INTO YOUR POSTS/STORIES.

CELEBRATE FAMOUS DANCER'S BIRTHDAYS TO SHARE SOME DANCE HISTORY.

1 EMPLOYEE APPRECIATION WEEK
Show some love for your teachers & staff

EMPLOYEE APPRECIATION DAY

8 CELEBRATE WOMEN!
Celebrate Int'l Women's Month.

DAYLIGHT SAVING BEGINS

15 CUSTOMER APPRECIATION WEEK
We're lucky to have them, so let's celebrate our dancers.

22 SPRING BREAK!
It's Spring Break season. Don't forget to engage your families during any breaks!

29 MAIN POST
The Bolshoi Ballet comes to theaters across the country. Who's getting the popcorn?!

2 MAIN POST
Will you celebrate? Yes, why not? Share a favorite dance you've taught! It's Dr. Seuss Day, celebrate with a rhyme.

DR. SEUSS DAY

9 INTRO THEME
Of course Women's History Month touches the dance world. Celebrate those women dancers who've come before us.

16 INTRO THEME
Use this week to highlight why you're so in love with your customers!

23 MAIN POST
How do dancers celebrate Puppy Day? With rollovers, of course!

PUPPY DAY

30 MAIN POST
So many music icons have influenced dance trends. Celebrate your favorite moves of days past in honor of Hammer's BDay.

MC HAMMER

3 MAIN POST:
Housekeeping. The first week of the month is a great time for reminders, updates & more.

10 MAIN POST
SYTYCD has been renewed for another season. Poll your audience to see what dance TV they're tuning in to.

17 MAIN POSTS
Lucky to have such great dance dads/moms/fams? Let them know!

ST. PATRICK'S DAY

24 MAIN POST
Who's got a favorite dance movie? Ask your dancers to tell you their fave dance flick to binge.

31 IDEA!
It's time to start counting down to your biggest branding opportunity of the year -- your recital!

ARTS ADVOCACY DAY
CRAYON DAY

4 IDEA!
Woman Crush Wed. or #WCW. In honor of Int'l Women's Month profile women dancers / choreographers in March

11 MAIN POST
Caught sleeping? NOPE! Just doing some floor-work. Share your favorite levels variation.

NAPPING DAY

18 MAIN POSTS
Give a peek behind the curtain & share some of the weirdest backstage moments you've had.

AWKWARD MOMENT DAY

25 MAIN POST
Dance friends are the best friends! Share the remarkable connections in your studio

Get this from a friend? Don't miss April's calendar. Sign up to get it in your inbox at DanceKellyStyle.com

5 MAIN POST
Champion healthy habits for Nutrition Month. Follow @DanceAnatomyNutritionWorkshop, @ToThePointeNutrition & @Nourish.HeadToPointe on IG for inspiration.

12 IDEA!
Use a #TBT (Throw Back Thursday) to feature historical shots of the women of your studio.

VASLAV NIJINSKY
LIZA MINELLI

19 MAIN POSTS
Spring into action! Celebrate the first day of spring with a leaping/jumping boomerang.

FIRST DAY OF SPRING

26 MAIN POST
"Nobody puts baby in the corner." Share some nostalgic movie love.

JENNIFER GRAY



6 MAIN POST
It's National OREO Day. Sounds like a good reason to do the twist. Why not make it a boomerang?!

13 MAIN POST
What's a costume without a little sparkle? Celebrate this notable day with your fave bedazzled number.

JEWEL DAY

20 MAIN POST
Competition season is in full swing. Share the teamwork that's happening in your dance family.

27 MAIN POST
What famous dancer do you want to meet? Someone from the past or a current choreographer?

STILL AT A LOSS FOR WORDS?
I've got you. The Dance [Content] Studio membership is live! Get 30+ customizable captions plus IG story templates, social media tips and more. Sign up now at DanceKellyStyle.com.

7 IDEA!
Take a day to celebrate all the March birthdays in your studio. (Use children's first names only, and don't give any ages.)

14 MAIN POST
3.14.20 - It's Pi Day. Sure, dancers never count past 8, but we love a tasty dessert as much as the next person.

PI DAY

21 IDEA!
Use your IG or FB stories to poll dancers, for fun - Tap or Jazz OR for ideas team t-shirts or hoodies?

28 IDEA!
Use this last weekend of the month to celebrate March. Give families a recap of all the good the month held.