



SchoolFinder.com Content Calendar 2021

The SchoolFinder Group of websites (which includes SchoolFinder.com and ScholarshipsCanada.com) helps students, parents and counsellors find the right school, program, and career — plus a wide array of scholarships.

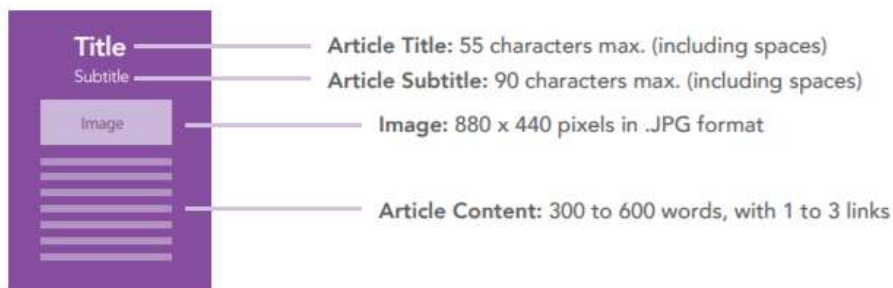
The content you submit will be posted to our **Discover section** on SchoolFinder.com and across the platform, where it will be **viewed by thousands** of students. In addition to the websites, your posts may be featured in our **monthly newsletters** to **high school** students looking toward post-secondary, and **undergraduates** pursuing their studies and considering grad school. We have **bimonthly** sends for **counsellors** and **parents**, too.

When you submit, just let us know **which newsletter** you'd like to **target**, and we'll do our best to accommodate you.

We offer **themes** to consider when creating your posts, but if you wish to deviate from them, please feel free to do so. Consider where your audience is in their journey, and how your material can **help students make good decisions**.

The **best content marketing** strives to "**help, not sell.**" If you'd like to discuss content marketing **strategy** or **best practices**, please reach out.

Article specifications are below. We look forward to your content!



Month	Themes	Submit By	Newsletters
January	<ul style="list-style-type: none"> ○ Applying for a fall start before it's too late ○ Connecting with peers in meaningful ways ○ Managing your mental health 	December 31	High school Undergrads Counsellors
February	<ul style="list-style-type: none"> ○ Smart study strategies for midterms ○ Finding scholarships to fund your education ○ Readying your reference letters 	January 31	High school Undergrads Parents
March	<ul style="list-style-type: none"> ○ Admissions 101: offers, deferrals, and more ○ Looking ahead to your future career ○ Making the most of your March break 	February 28	High school Undergrads Counsellors
April	<ul style="list-style-type: none"> ○ Sharpening your resumé and interviewing skills ○ Beating stress this exam season ○ Should you keep your studies going through summer? 	March 31	High school Undergrads Parents
May	<ul style="list-style-type: none"> ○ Money tips: saving and spending wisely ○ Finding a student summer job ○ Is graduate school right for you? 	April 30	High school Undergrads Counsellors
June	<ul style="list-style-type: none"> ○ Taking a non-traditional career path ○ Have you thought about studying abroad? ○ Unusual places to look for scholarships 	May 31	High school Undergrads Parents
July	<ul style="list-style-type: none"> ○ The pros and cons of living on- or off-campus ○ Why you should be volunteering this summer ○ Connecting with your future classmates online 	June 30	High school Undergrads Counsellors
August	<ul style="list-style-type: none"> ○ Budgeting for the upcoming semester ○ New school year 101: what to expect this fall ○ The tech and tools you've got to have for school 	July 31	High school Undergrads Parents
September	<ul style="list-style-type: none"> ○ Accessing student services for health, wellness, and academics ○ Putting your time management skills to the test ○ Getting involved in clubs online or on-campus 	August 31	High school Undergrads Counsellors
October	<ul style="list-style-type: none"> ○ Striking a balance between school, work, and life ○ Getting ready for post-secondary while still in high school ○ Getting back on track when you're struggling 	September 30	High school Undergrads Parents
November	<ul style="list-style-type: none"> ○ Looking ahead to your next steps: info sessions, open houses, career fairs, and more ○ Don't forget about scholarships! Finding and applying for awards ○ Preparing yourself (and your documents) for application season 	October 31	High school Undergrads Counsellors
December	<ul style="list-style-type: none"> ○ College or university — what's the difference? Which one is right for you? ○ Recharging your batteries over the holidays ○ Reflecting on your year and getting ready for the next 	November 30	High school Undergrads Parents