DECA

SAMPLE CONTENT CALENDAR

JULY: GET READY



GOALS

- Build anticipation
- Prepare for recruitment
- Keep members engaged



IMPORTANT EVENTS

- Officer retreats
- Summer leadership conferences
- National Days
- ICDC countdown



CONTENT IDEAS

MEMBERSHIP

- Behind-the-scenes officer planning retreats
- Sneak peek at chapter theme
- Goals for next year

INTERACTIVE

- Summer of DECA reshares
- Countdown to school

DECA

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

JULY

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY – HOW TO USE THE 2027 DECA GUIDE		DIML – SUMMERTIME MEMBER TAKE OVER		
WEEK 2			TIP TUESDAY – HOW TO USE THE 2027 DECA GUIDE		DIML – SUMMERTIME MEMBER TAKE OVER	#DECAELS TRAVEL VLOG	#DECAELS DAY 1 RECAP
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – LEADERSHIP DEVELOPMENT IDEAS		DIML – SUMMERTIME MEMBER TAKE OVER		
WEEK 4			TIP TUESDAY – HOW TO GET ORGANIZED FOR A NEW YEAR		DIML – SUMMERTIME MEMBER TAKE OVER		
WEEK 5			TIP TUESDAY – HOW TO BRAND YOUR DECA CHAPTER		DIML – SUMMERTIME MEMBER TAKE OVER		

AUGUST: BUILD THE EXCITEMENT



GOALS

- Recruit members
- Introduce officers
- Create FOMO
- Welcome new students



IMPORTANT EVENTS

- Back to school
- Freshman orientations
- Club fairs
- First chapter meetings



CONTENT IDEAS

MEMBERSHIP

- 10 Reasons You'll Love DECA
- 2026-27 DECA Membership Video

PEOPLE

- Returning Member Spotlights

PEOPLE

- DIML of a DECA Officer
- Back-to-school trends

DECA

AUGUST

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY – SIGN UP FOR DECA DIRECT WEEKLY EMAILS				
WEEK 2			TIP TUESDAY – CLUB FAIR TABLE IDEAS + TIPS FOR SUCCESS		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – RECRUITMENT TIPS FOR FRESHMAN MEMBERS	#DECAPOWERTRIP COUNTDOWN		UGC PROMPT: SHOW US YOUR DECA CLASSROOM	
WEEK 4			TIP TUESDAY – WAYS TO USE THE DECA MEMBERSHIP VIDEO	10 REASONS YOU'LL LOVE DECA REEL			
WEEK 5			TIP TUESDAY – HOW TO GET A CUSTOM CHAPTER LOGO		DECA DICTIONARY – WHAT DOES IT MEAN		

SEPTEMBER: FIND YOUR PLACE

GOALS

- Recruitment
- Engage new chapters
- Share chapter + association brand story

IMPORTANT EVENTS

- Labor Day
- National Coffee Day (Sept 29)
- SBE Week
- First chapter meetings
- First Day of Fall

CONTENT IDEAS

MEMBERSHIP

- First chapter meetings of the year
- SBE Week Spotlights
- DECA Myths vs Facts
- Guess who's coffee order

INTERACTIVE

- Polls
- Question boxes

DECA

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

SEPTEMBER

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY – TIPS FOR BETTER CHAPTER COMMUNICATION			DECA MYTHS VS FACTS	
WEEK 2			TIP TUESDAY – SHARE YOUR RECRUITMENT IDEAS WITH DECADIRECT.ORG		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – SHARE YOUR RECRUITMENT IDEAS WITH DECADIRECT.ORG	SHARE YOUR CLUB FAIR TABLE SET UP		FIRST CHAPTER MEETING RECAP CAROUSEL	
WEEK 4		UGC PROMPT: WHAT'S YOUR NEXT BIG THING?	TIP TUESDAY – FIRST CHAPTER MEETING IDEAS				
WEEK 5		#SBEWEEK DAY 1	#SBEWEEK DAY 2 GUESS THE OFFICERS' COFFEE ORDERS	#SBEWEEK DAY 3	#SBEWEEK DAY 4		

OCTOBER: PREPARE TO COMPETE

GOALS

- Introduce competition
- Increase participation
- Picking your event

IMPORTANT EVENTS

- DECA Month prep
- National Boss's Day
- Halloween
- Power Trip Countdown
- National Pumpkin Spice Day

CONTENT IDEAS

COMPETITION WEEK

- Which event fits you?
- Competition tips
- Practice role-play reels
- Officer study playlist

FUN

- Chapter Halloween spotlights
- Fall fundraising ideas

DECA

OCTOBER

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY: VIRTUAL BUSINESS CHALLENGE 101			#SBEWEEK DAY 5	
WEEK 2		UGC PROMPT: WHAT'S YOUR FAVORITE COMPETITIVE EVENT	TIP TUESDAY: CHOOSING YOUR COMPETITIVE EVENT		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY: LEARN ABOUT DECA'S CORPORATE CHALLENGES			CHAPTER COMMUNITY SERVICE SHOUT-OUTS	
WEEK 4			TIP TUESDAY: ROLE-PLAYS VS PREPARED EVENTS	OFFICERS' STUDY PLAYLIST		#DECAPOWERTRIP ONE MONTH COUNTDOWN	
WEEK 5		RESAHRE DECA MONTH CALENDAR + TIPS FOR POSTING	TIP TUESDAY: HOW TO PICK YOUR IDEAL DECA PARTNER		THROWBACK BABY PHOTOS OF OFFICERS AT HALLOWEEN		HALLOWEEN MARKETING TRENDS

NOVEMBER: LEADERSHIP IN ACTION



GOALS

- Leadership
- Conference highlights
- Gratitude



IMPORTANT EVENTS

- DECA Month
- Ultimate DECA Power Trip
- Global Entrepreneurship Week
- ICDC Countdown



CONTENT IDEAS

DECA POWER TRIP

- Traveling to #DECAPowerTrip
- Workshop highlights
- Member experiences

DECA MONTH

- Utilize DECA IG Story templates
- Reshare members' posts
- Recognize top participants

DECA

NOVEMBER

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST
WEEK 2	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST MONTHLY MEMBER SPOTLIGHT	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST
WEEK 3	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST MONTHLY OFFICER TAKEOVER: DIML VLOG	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST #DECAPOWERTRIP ONE WEEK COUNTDOWN	#DECAMONTH DAILY THEME POST
WEEK 4	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST #DECAPOWERTRIP TRAVEL VLOG	#DECAMONTH DAILY THEME POST #DECAPOWERTRIP DIML ON LOUISVILLE
WEEK 5	#DECAMONTH DAILY THEME POST #DECAPOWERTRIP RECAP CAROUSEL	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST WHY I'M THANKFUL FOR DECA	#DECAMONTH DAILY THEME POST	#DECAMONTH DAILY THEME POST

DECEMBER: CELEBRATE THE SEMESTER



GOALS

- Celebrate achievements
- Holiday engagement



IMPORTANT EVENTS

- Winter Break
- Challenge deadlines
- ICDC Countdown
- National Cookie Day



CONTENT IDEAS

MEMBERSHIP

- Semester recap videos
- Wrapped-style graphics
- Winter conference preparation

INTERACTIVE

- Favorite DECA memory
- This or That
- Recognize top participants

DECA

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

DECEMBER

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY: HOLIDAY CHAPTER EVENT IDEAS			HOLIDAY COMMUNITY SERVICE RECOGNITION	
WEEK 2			TIP TUESDAY: COMPETITION PREP OVER WINTER BREAK		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY: ENGAGING MEMBERS IN THE NEW YEAR			UGC PROMPT: FAVORITE DECA MOMENT FROM THIS YEAR	
WEEK 4			TIP TUESDAY: DECA SCHOLARSHIPS 101		MEMBER HOLIDAY CHECK INS		
WEEK 5		END OF YEAR MEMBER SHOUT OUTS	TIP TUESDAY: REFLECTING ON 2026		2026 YEAR WRAPPED – DECA EDITION		

JANUARY: NEW YEAR, NEW GOALS



GOALS

- District competitions
- Goal setting
- Motivation



IMPORTANT EVENTS

- New Year's Day
- Scholarship deadline
- ICDC Countdown
- National Compliment Day



CONTENT IDEAS

MEMBERSHIP

- Competition prep for districts
- Morning routine before competing
- Competition countdown

INTERACTIVE

- GRWM for districts
- Packing reel
- DIML starting new semester

DECA

JANUARY

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1						OFFICER NEW YEARS' RESOLUTIONS	
WEEK 2		UGC PROMPT: NEW YEAR CHAPTER MEETING KICK-OFF	TIP TUESDAY – S.M.A.R.T. GOALS FOR A NEW SEMESTER		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – LAST MINUTE COMPETITION TIPS BEFORE DISTRICTS			FUNDRAISING IDEAS FOR ICDC	
WEEK 4			TIP TUESDAY – TOP 5 THINGS TO REMEMBER FOR DISTRICTS	#DECAICDC COUNTDOWN		DISTRICTS TRAVEL VLOG	30 SECOND MEMBER INTERVIEW – DISTRICT EXPERIENCE
WEEK 5	DISTRICT CHAMPION SHOUT-OUTS		TIP TUESDAY – COMPETITION TIPS FROM DISTRICT WINNERS				

FEBRUARY: CELEBRATE CTE + DECA



GOALS

- CTE Month
- Membership pride
- Advocate for CTSOs



IMPORTANT EVENTS

- CTE Minth
- Valentine's Day
- ICDC Countdown
- Random Acts of Kindness Day



CONTENT IDEAS

CTE MONTH

- Why I Joined DECA
- Advocacy 101
- CTSO Spotlights

MONTHLY THEMES

- DECA Valentine's
- Advisor appreciation
- Community partnerships

DECA

FEBRUARY

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY – WHAT DOES ADVOCACY MEAN			UGC PROMPT: SHOW US HOW YOU PROMOTE DECA LOCALLY	
WEEK 2			TIP TUESDAY – WHAT IS A CTSO		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – HOW TO ADVOCATE FOR CTE			REPOST DECA VALENTINE'S GRAPHICS	
WEEK 4		WHY I JOINED DECA REEL	TIP TUESDAY – HOW TO PROMOTE DECA IN YOUR COMMUNITY		#DECAICDC COUNTDOWN		
WEEK 5							

MARCH: ROAD TO STATES



GOALS

- State competition excitement
- Member recognition
- Best practices for competition



IMPORTANT EVENTS

- Emerging Leader Honor Awards Open (Feb 1)
- Women's History Month
- ICDC Countdown
- International Women's Day
- St. Patrick's Day



CONTENT IDEAS

STATE CONFERENCE

- Packing checklist
- Behind-the-scenes reels
- Good luck graphics
- 30-second member testimonials

FUN

- Create IG Story "Add Yours" template for members to use
- DIML at state conference reel

DECA

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

MARCH

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY – HOW TO SUCCEED AT STATE CDC			UGC PROMPT: SHOW US HOW YOU'RE PREPARING FOR STATES	
WEEK 2			TIP TUESDAY – WHAT TO PACK FOR STATE CDC		MONTHLY MEMBER SPOTLIGHT		
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – LAST MINUTE STATE CDC COMPETITION REMINDERS	ST. PATRICK'S DAY MARKETING TRENDS		STATE CDC TRAVEL VLOG	DIML AT STATE CDC
WEEK 4	STATE CDC WINNER SHOUT-OUTS		TIP TUESDAY – TIPS FROM STATE CDC CHAMPIONS				#DECAICDC COUNTDOWN
WEEK 5							

APRIL: WHAT'S YOUR NEXT BIG THING



GOALS

- ICDC experience
- Celebrate success
- Inspire future members



IMPORTANT EVENTS

- Financial Literacy Month
- ICDC
- National Student Athlete Day



CONTENT IDEAS

#DECAICDC

- Airport travel day
- Pint trading + opening session
- Competitor spotlights
- Chapter celebrations

HIGH PERFORMING REELS

- Travel vlogs
- GRWM for competition day

DECA

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

APRIL

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1					APRIL FOOLS' DAY – OFFICER EDITION		
WEEK 2			TIP TUESDAY – WHAT TO EXPECT AT ICDC		EMERGING LEADER AWARD RECEPIENT SHOUT-OUTS		#DECAICDC COUNTDOWN
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – ICDC COMPETITION TIP			#DECAICDC TRAVEL VLOG	#DECAICDC OPENING SESSION
WEEK 4	#DECAICDC GRWM FOR COMPETITION DAY	#DECAICDC DIML – MEMBER PERSPECTIVE	#DECAICDC INTERNATIONAL FINALISTS + CHAMPIONS		#DECAICDC RECAP VLOG	UGC PROMPT: TAG US IN YOUR ICDC POST	
WEEK 5			TIP TUESDAY – HOW TO PROMOTE ICDC WINS				

MAY: CELEBRATE SUCCESS



GOALS

- Awards
- Graduating seniors
- New officers
- End of the year



IMPORTANT EVENTS

- Teacher Appreciation Week
- Graduation
- Officer elections + new officer announcements



CONTENT IDEAS

MEMBERSHIP

- Senior recognition
- End-of-year banquets + recaps
- New officer introductions
- Advisor thank you

INTERACTIVE

- Senior superlative voting
- End of year recap reel

DECA

LEADERSHIP + LEARNING
EVENTS + CONFERENCES
FUN + PERSONALITY
MEMBER STORIES

MAY

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1		TEACHER APPRECIATION WEEK – ADVISOR SHOUT OUT	TIP TUESDAY – END THE SEMETER STRONG			UGC PROMPT: WHY DO YOU LOVE YOUR DECA ADVISOR	
WEEK 2			TIP TUESDAY – TIPS FOR OFFICER ELECTIONS		MONTHLY MEMBER SPOTLIGHT	SHARE THE 2027-28 DECA THEME DIGITAL ASSETS	
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – LEAVING A LEGACY IN YOUR CHAPTER		#DECAICDC THROWBACK		
WEEK 4			TIP TUESDAY – 5 WAYS TO PREPARE FOR DECA THIS SUMMER	GRADUATING SENIORS FEATURE		END OF YEAR BANQUET RECAP CAROUSEL	
WEEK 5			TIP TUESDAY – OFFICER TRASITION BEST PRACTICES				

JUNE: STAY CONNECTED

GOALS

- Keep followers engaged
- Summer leadership training
- Summer of DECA

IMPORTANT EVENTS

- Graduation season
- First day of summer
- Summer of DECA Quest launches
- National Best Friends Day

CONTENT IDEAS

MEMBERSHIP

- Internship/summer job spotlights
- Officer planning retreats
- Summer of DECA reposts
- Business podcast recs

INTERACTIVE

- “Where in the world is…” contest
- Meet the officer reels

DECA

LEADERSHIP + LEARNING
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MEMBER STORIES

JUNE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1			TIP TUESDAY – HOW TO KEEP MEMBERS ENGAGED IN THE SUMMER		DIML – SUMMERTIME MEMBER TAKE OVER		
WEEK 2			TIP TUESDAY – SUMMERTIME COMPETITIVE EVENT PREP IDEAS		DIML – SUMMERTIME MEMBER TAKE OVER	SHARE THE 2027-28 DECA CONFERENCE LINE UP	
WEEK 3		MONTHLY OFFICER TAKEOVER: DIML VLOG	TIP TUESDAY – HOW TO MAKE THE MOST OUT OF YOUR SUMMER JOB		DIML – SUMMERTIME MEMBER TAKE OVER		
WEEK 4		FIRST DAY OF SUMMER CELEBRATION	TIP TUESDAY – MAKE YOUR OWN CHAPTER SUMMER OF DCA		DIML – SUMMERTIME MEMBER TAKE OVER		
WEEK 5			TIP TUESDAY – PLANNING AN OFFICER RETREAT		DIML – SUMMERTIME MEMBER TAKE OVER		

MAKE YOUR OWN CONTENT CALENDAR

SCAN HERE TO ACCESS A BLANK ADOBE EXPRESS TEMPLATE YOU CAN FILL IN YOURSELF

DECA

JUNE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							
WEEK 5							

OR VISIT HTTPS://BIT.LY/DECATEMPLATE