

The Chester County Intermediate Unit's 2024-2025 Editorial Calendar exemplifies excellence in strategic communication planning and stakeholder engagement. This comprehensive guide serves as a foundational resource for aligning organizational messaging with core values and audience priorities throughout the academic year. The calendar demonstrates sophisticated planning through its month-by-month thematic approach, expertly weaving together national observances with CCIU's key focus areas: Innovation (September, May, June), Customer Service (October), Gratitude (November), Special Education (December), Educational Leaders (January), Business and Industry (February), CCIU Employees (March), and Community Members (April). This intentional structure ensures consistent, meaningful engagement with diverse stakeholder groups. Particularly noteworthy is the calendar's practical utility, featuring an extensive collection of relevant observances, awareness months, and key dates while maintaining flexibility for emerging opportunities. The inclusion of quick links, official social media accounts, and branded hashtags (#TeamCCIU, #CCIUInnovates, #BrighterCCIUFutures) demonstrates a cohesive approach to digital presence. The document's user-friendly design and clear submission guidelines via www.cciu.org/social-media encourage staff participation, making it an invaluable tool for coordinating communications across the organization's numerous programs and departments. This collaborative approach ensures authentic representation of CCIU's mission and values throughout their digital presence.