

SchoolFinder Group

Content Submission Calendar
2018-19



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Content is now a key component of any digital marketing strategy. The SchoolFinder Group understands the importance of your content marketing in communicating with prospective students.

We are committed to ensuring your content strategy has a multi-channel distribution system. That's why we offer multiple ways to reach students with your content. With features like Discover (our platform's content hub), newsletters and site-wide placements, we deliver your content to the right students.

Through the SchoolFinder.com, ScholarshipsCanada.com and StudyinCanada.com we reach various audiences including Canadian and international students, high school through to graduate students, and parents, counsellors, and agents.



Changes to SFG Content Submission for 2018-19

We're making some big changes to better serve you and your content strategy. For the 2018-19 recruitment year, we are placing **more emphasis** on your content across the site. Why? **Discover** is where your content is getting the most engagement with our student community!

We are also launching a new newsletter to better suit student needs. Through our research, they've requested **more frequent** and **shorter** newsletters with more **relevant content**, and we're putting it into action!

Content Submission

Monthly content is to be submitted to the SFG team on the last day of each month to be published to the platform the following month – please refer to the calendar below.

Content Publishing

The SFG team will publish the content to Discover throughout the month to give each article more top-of-page placement.

New Newsletter Format

SFG will be sending out a regular weekly newsletter to students. Newsletters will contain up to 5 articles to ensure content receives maximum exposure. *Content will be published in the newsletter at the discretion of SFG.*

Themes

There will be less emphasis on specific monthly themes, and more focus on providing a wider variety of, and timelier, content for students. We are now encouraging our partners to send us more evergreen content, which is content that is relevant to students year-round.

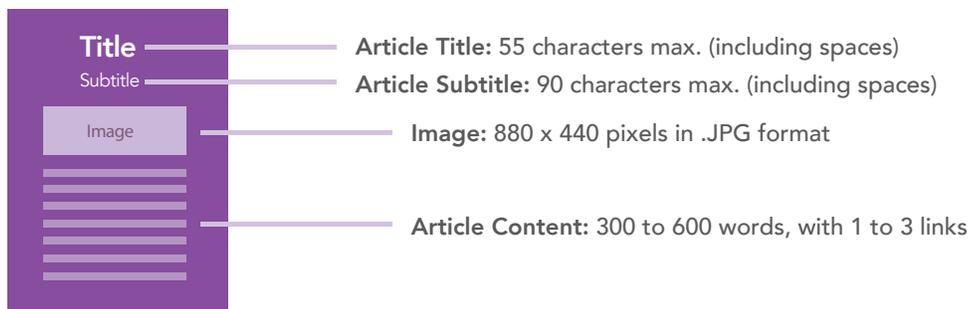
Content Submission Dates

Month to Publish	Content Submission Deadline
September	Friday, August 31
October	Friday, September 28
November	Wednesday, October 31
December	Friday, November 30
January	Friday, December 28
February	Thursday, January 31
March	Thursday, February 28
April	Friday, March 29
May	Tuesday, April 30
June	Friday, May 31
July	Friday, June 28
August	Wednesday, July 31

View the Content Topic Bank below for content ideas every month!

Content Submission Specifications

Please submit your content with the below specifications in mind. If you are interested in submitting video, please provide us with a screenshot to use as the content header (sized as below), as well as a short accompanying article.



Content Topic Bank

Looking for your next content idea? We asked students what they want to see more of. Below, we've gathered the **most requested topics** from students at different stages of their journey. We've divided topics based on their time-sensitivity. Evergreen topics are suitable to publish **year round**, whereas time-sensitive topics perform best during **certain months** of the year (indicated below).

High School Students

Schools & Programs	Evergreen	<ul style="list-style-type: none"> • Specific program information • Best schools for specific degrees • Variety of programs and studies in science
	Time-Sensitive	<ul style="list-style-type: none"> • Student feedback about specific programs (<i>Sep - Dec</i>) • How to prepare for a specific program (<i>Sep - Dec</i>) • Acceptance rates and graduation rates (<i>Sep - Dec</i>) • How to build a portfolio to get into your dream school (<i>Sep - Dec</i>) • Processes for students to apply for schools abroad (<i>Sep - Dec</i>)
Student Life	Evergreen	<ul style="list-style-type: none"> • Student success stories • How to balance work, school and extracurricular • Daily schedule of a full-time student • How to cope with stress • Social aspects of student life • Mental health and support
	Time-Sensitive	<ul style="list-style-type: none"> • Adjusting from high school to post-secondary (<i>Jun - Sep</i>) • Freshman tips and dos and don'ts (<i>Jun - Sep</i>) • Pros and cons of living off/on campus (<i>Oct - Feb</i>) • Studying tips and tricks (<i>Jan & Jun</i>)
Finance	Evergreen	<ul style="list-style-type: none"> • How to budget as a student • Tips to apply for scholarships • Types of scholarships available, and other funding • How to spend money wisely and save • Scholarship winner stories • Deals and sales for students
	Time-Sensitive	<ul style="list-style-type: none"> • Cost of living on campus/your own (<i>Mar - Aug</i>)
Careers	Evergreen	<ul style="list-style-type: none"> • Steps that will lead to different careers • How to narrow down career options/ where to start • Changes in the Canadian job market and how it affects students • Percentage of students who find jobs 6 months after graduating • How students can get involved in research opportunities • Uncommon careers and pathways • Life after graduation
	Time-Sensitive	<ul style="list-style-type: none"> • Opportunities on- and off-campus (<i>Sep - Apr</i>)

Content Topic Bank

Post-Secondary Students

Schools & Programs	Evergreen	<ul style="list-style-type: none"> • Grad school programs and applications • Study abroad opportunities
	Time-Sensitive	<ul style="list-style-type: none"> • Industry news and information for a student's specific program • Information and alerts on new programs
Student Life	Evergreen	<ul style="list-style-type: none"> • Student success stories, and everyday student experiences • Life on campus – clubs, services, things to do • How to balance work, school and extracurricular • Stress and time management tips • Mental health and support
	Time-Sensitive	<ul style="list-style-type: none"> • How to make the most of campus life (<i>Jun - Sep</i>) • Tips for finding off-campus housing (<i>May - Sep</i>) • Studying tips and tricks (<i>Oct, Dec, Mar, Apr</i>)
Finance	Evergreen	<ul style="list-style-type: none"> • Tips to apply for scholarships • Types of scholarships available, and other funding • Personal finance advice – budgeting, taxes, spending and saving • Deals and sales for students
	Time-Sensitive	<ul style="list-style-type: none"> • Cost of living on campus/your own (<i>Mar - Aug</i>)
Careers	Evergreen	<ul style="list-style-type: none"> • Career expectations for specific programs • Tips and advice for finding jobs • Changes in the Canadian job market and how it affects students • How students can get involved in research opportunities • Uncommon careers and pathways • Life after graduation
	Time-Sensitive	<ul style="list-style-type: none"> • Opportunities on- and off-campus (<i>Sep - Apr</i>)

Content Topic Bank

Graduate and Mature Students

Schools & Programs	Evergreen	<ul style="list-style-type: none"> • Student feedback and testimonials about specific programs • Specific program information • Program-related research
	Time-Sensitive	<ul style="list-style-type: none"> • Information and alerts on new programs • Industry news and information for a student's specific program
Student Life	Evergreen	<ul style="list-style-type: none"> • Student success stories, and everyday student experiences • How to balance work, school and other activities
Finance	Evergreen	<ul style="list-style-type: none"> • Advice on how to pay off student loans and be debt-free • Budgeting, saving and investing tips and advice • Tips to apply for scholarships • Types of scholarships available, and other funding • Information on non-academic scholarships
Careers	Evergreen	<ul style="list-style-type: none"> • Numbers and statistics on employment after graduation • Different industry outlook and trends • Top careers • Changing careers for mature students
	Time-Sensitive	<ul style="list-style-type: none"> • Career conferences

International Students

Evergreen	<ul style="list-style-type: none"> • Campus life in Canada • Challenges experienced by international students and how to overcome them • Life after graduation for international students • Adjusting to life in Canada • Scholarships for international students and application tips • International student experiences and stories • Budget-friendly meal planning and budget clothing shopping advice
Time-Sensitive	<ul style="list-style-type: none"> • Student housing options and cost of living (<i>Apr - Sep</i>) • Services for international students and how to access them (<i>Jun-Sep</i>) • Deals for students on things like computers, supplies, books, etc. (<i>Jun-Sep</i>)

Content Submission Guidelines



The content you submit should:

- Provide value to your audience and answer students' questions
- Be authentic, relatable and valuable to your audience's life
- Be truthful, original and human
- Be timely and relevant, keeping the student lifecycle in mind



The content you submit should **not**:

- Be an advertisement and be solely about what you're trying to sell. Students want to learn and not be sold to!

Want more tips on how to create awesome, engaging content?
See the [Content Best Practices Guide!](#)

Contact Us

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schoolfindergroup.com