

‘RDA Social Media Calendar 2026

JANUARY — What the RDA Does + 2026 Priorities

- Week 1: What is the RDA?
- Week 2: RDA Partner: Watertown Main Street
- Week 3: Beltz Grant story; 2026 preview
- Week 4: Staff spotlight – Deb Sybell

FEBRUARY — Small Business Support Month

- Week 1: Beltz Grant overview; Façade improvement
- Week 2: “We <3 our small businesses”
- Week 3: Ways RDA supports business; Success story
- Week 4: Business spotlight; Grant Q&A

MARCH — Main Street Revitalization Spotlight

- Week 1: History post; Renderings
 - Spring forward post
- Week 2: Redevelopment timeline; Business highlight
- Week 3: Trend post; Before/after
- Week 4: Spring events; Public survey
- Week 5: National Mom & Pop Business Owners’ Day

APRIL — Riverwalk 2028 Plan

- Week 1: Overview; Concept art
- Week 2: Environmental benefits; Recreation benefits
- Week 3: Economic impacts; River District teaser
- Week 4: Q&A; Input request

MAY — Construction Season Updates

- Week 1: Season preview; Parking tips
 - U.S. Small Business Administration National Small Business Week
- Week 2: Main Street update; Riverwalk update
- Week 3: Safety tips; Open during construction
 - Memorial Day Weekend (23-25)
- Week 4: Property highlight; Staff spotlight

JUNE — Summer in the City

- Week 1: Outdoor dining; Farmers Market
- Week 2: Event calendar; Vintage photo
- Week 3: Public art; Riverwalk update
- Week 4: Itinerary; Photo contest kickoff
- Week 5: July 4th

JULY — Economic Development Simplified

- Week 1: Redevelopment explainer; RDA impact numbers
- Week 2: Saved building story; Heritage highlight
- Week 3: Walkability benefits; Ribbon cutting
- Week 4: Why grants exist; Poll

AUGUST — Back-to-Business

- Week 1: Grant reminder; Business tips
 - National Farmers' Market Week
- Week 2: Hiring board; Storefronts
- Week 3: River District update; Success story
- Week 4: Fall events; Staff highlight
- Week 5: Labor Day Weekend (Sept 5-7)

SEPTEMBER — Redevelopment Success Stories

- Week 1: Success story; Ribbon cutting
- Week 2: Transformation; Before/after
- Week 3: Video walkthrough; Budget graphic
- Week 4: Survey; Partnership feature

OCTOBER — Riverwalk + Waterfront Month

- Week 1: Fall photos; Design update
 - National Women's Small Business Month
- Week 2: Riverfront business; Economic benefits
- Week 3: Environmental improvements; Accessibility
- Week 4: Input event; Concept art
 - Halloween, Boo Bash share?

NOVEMBER — Main Street Holiday Season

- Week 1: Holiday Open House; Small Business Saturday
- Week 2: Lighting photos; Shop Local
- Week 3: Grant reminder; Gift guide
- Week 4: Thanksgiving
 - Small Business Saturday

DECEMBER — Year in Review + Future Vision

- Week 1: Achievements; Top redevelopments
- Week 2: Riverwalk recap; Main Street results
- Week 3: Year in photos; Thank-you to our small businesses
- Week 4: 2026 teaser; New Year message