



SchoolFinder  
Group

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## StudyinCanada.com Content Calendar 2020

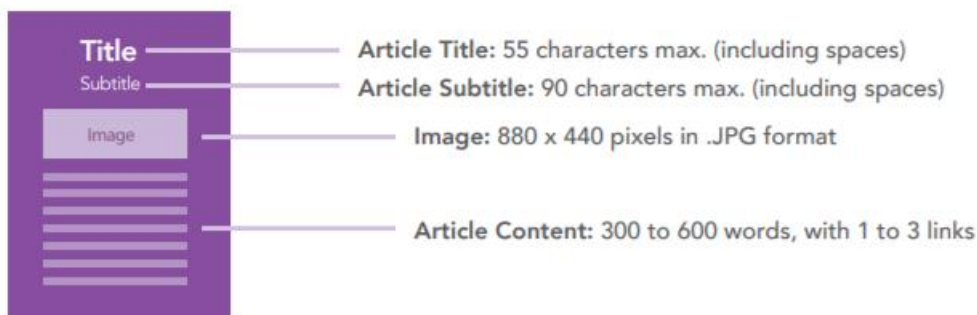
The SchoolFinder Group of websites (StudyinCanada.com and ScholarshipsCanada.com) helps students, parents and counsellors find the right school and program, company and career — and a vast array of scholarships.

The content you submit will be posted to our **Discover section** on StudyinCanada.com and **viewed by thousands** of students. In addition to the sites, your posts may be featured in our **monthly newsletter** to **international students** and stakeholders who want to know more about schools, programs, careers and scholarships available in Canada.

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

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!



<b>Month</b>	<b>Themes</b>	<b>Submit By</b>
<b>January</b>	<ul style="list-style-type: none"> <li>○ Finding and applying to Canadian schools and programs</li> <li>○ Getting through a Canadian winter</li> </ul>	<b>December 31</b>
<b>February</b>	<ul style="list-style-type: none"> <li>○ Applying for scholarships: eligibility and advice</li> <li>○ Language test preparation</li> </ul>	<b>January 31</b>
<b>March</b>	<ul style="list-style-type: none"> <li>○ Sharpening your study skills</li> <li>○ Working in Canada as an international student</li> </ul>	<b>February 29</b>
<b>April</b>	<ul style="list-style-type: none"> <li>○ Housing and residence options in Canada</li> <li>○ Say no to stress this exam season</li> </ul>	<b>March 31</b>
<b>May</b>	<ul style="list-style-type: none"> <li>○ Deciding on your offers of admission</li> <li>○ Connecting with other international students in Canada</li> </ul>	<b>April 30</b>
<b>June</b>	<ul style="list-style-type: none"> <li>○ International student life: enjoying a Canadian summer</li> <li>○ I'm making the big move overseas to Canada. Help!</li> </ul>	<b>May 31</b>
<b>July</b>	<ul style="list-style-type: none"> <li>○ Managing cultural adjustments: beating culture shock</li> <li>○ Canada 101: everything you need to know</li> </ul>	<b>June 30</b>
<b>August</b>	<ul style="list-style-type: none"> <li>○ Personal finance advice for international students</li> <li>○ How to handle your first few weeks on campus in Canada</li> </ul>	<b>July 31</b>
<b>September</b>	<ul style="list-style-type: none"> <li>○ Accessing services for international students on and off campus</li> <li>○ Managing your time effectively</li> </ul>	<b>August 31</b>
<b>October</b>	<ul style="list-style-type: none"> <li>○ How to balance school, work, and life</li> <li>○ Getting involved in clubs and activities</li> </ul>	<b>September 30</b>
<b>November</b>	<ul style="list-style-type: none"> <li>○ Homesickness: what it is and how to overcome it</li> <li>○ Managing your mental health</li> </ul>	<b>October 31</b>
<b>December</b>	<ul style="list-style-type: none"> <li>○ Making the most of your Canadian winter holiday</li> <li>○ Don't forget about scholarships: deadlines are year-round!</li> </ul>	<b>November 30</b>