



MONTHLY OBSERVANCES

National Back to School Month
 National Eye Exam Month
 National Golf Month
 National Hair Loss Awareness Month
 National Wellness Month
 Family Fun Month



NATIONAL DAYS

August 2: National Friendship Day
[#nationalfriendshipday](#)

August 3: National Watermelon Day
[#nationalwatermelonday](#)

August 7: International Beer Day
[#internationalbeerday](#)

August 8: National CBD Day
[#nationalcbdday](#)

August 9: National Book Lovers Day
[#nationalbookloversday](#)

August 11: National Son's and Daughter's Day
[#sonsanddaughtersday](#)

August 12: National Vinyl Record Day
[#nationalvinylrecordday](#)

August 13: National Left Handers Day
[#nationallefthandersday](#)

August 16: National Tell a Joke Day
[#nationaltellajokeday](#)

August 22: National Tooth Fairy Day
[#nationaltoothfairyday](#)

August 26: National Women's Equality Day
[#nationalwomensequalityday](#)

August 28: National Red Wine Day
[#nationalredwineday](#)



2020 AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2 	3 	4	5 	6	7 	8
August 2-8 National Farmers Market Week TIP: This week is a great opportunity to show the nation how much value markets bring to their communities. Ask your audience to post a picture of their best finds!						
9 	10 	11 	12 	13 	14 	15
August 9-15 National Health Center Week TIP: Resurrect Romance Week is 6 months after Valentine's Day. Use this week to place the emphasis back on our hearts and off of our wallets. Get creative and show your loved one a romantic gesture each day this week!						
16 	17	18 	19	20	21	22
August 16-22 National Aviation Week TIP: This week also encompasses the anniversary of Orville Wright's birth. Ask your audience if they could travel to anywhere in the world with no issues of health and wellness, where would you go						
23	24 	25	26 	27	28 	29
August 23-29 Be Kind to Humankind Week TIP: This week is a week of reflection and kind thoughts of others who make this world a better place. Ask your audience to tag or shoutout someone who they feel has sacrificed their wants for others during COVID and deserves to be recognized.						
30	31 					

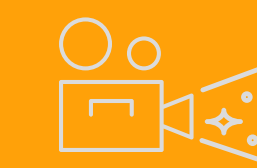
VDS Recommendation of the Month | Content + Social Manager: Star Padilla

August is a big month! It's the last official month of summer, parents are prepping for school to start, and businesses are starting to tease their audience with promotions to ramp up for Fall sales. Now is a great time to adapt your posts around these August initiatives. Incorporate sales for back to school, but also speak to the right audience (parents) as it relates to your service to get them to engage.

For example, for HVAC companies, ask parents how much they expect their electric bill to go down with the kids back in school. For restaurants, incorporate posts that ask what lunches they are packing for their kids on their first day?

Prioritize creating engaging, quality posts. As you create social posts, do not make it sound too pushy or salesy. You must understand that social channels are not solely meant for buying and selling. Your best bet for getting people to buy is to give them engaging and valuable content that makes them want to become your customer.

SOCIAL INSPIRATION



PHOTOS/VIDEO: People love authentic creative that's true to your brand/business. Share what sanitation precautions you're taking, 'behind-the-scenes' looks, making of your product, demonstrate unique product uses, introduce employees, share timely 'day of' shots, before and after photos, highlight customers, have fun and show your personality.



REVIEWS: Share a positive review!



POSTS THAT INSPIRE: Theme days are an easy way to make your content visible. Take advantage of [#MotivationalMonday](#), [#ThrowbackThursday](#), [#FlashbackFriday](#), [#WednesdayWisdom](#) and more!



PROMOTIONS/CONTEST: Share a promotion or sale you are currently running. Co-op with a local business to create cross-network promotion opportunities to engage your audience and build awareness.



USER GENERATED CONTENT: Utilize a post that was created by a customer highlighting your business. It's an easy way to post about your business and a great way to acknowledge a **Be sure to credit the user!*



APPRECIATION POST: Highlight an Employee or Customer.



ANNOUNCEMENTS: Share an announcement about your business. Wrote a blog? Post it! Hours changed? *Post it!*



LOCALIZED CONTENT: Highlight your community. Find something that is happening in your area that might be of interest to your customers or those around you.



SOCIAL CHANGE: Share what your business is doing to advance the community, whether it be donating to a cause or supporting a local event, customers love learning more about what you're involved in.



COMMUNITY CONNECTION: Share a question or an inspirational quote. Sparking conversation can increase engagement with your customers and further aid in building relationships with them.