



## MONTHLY OBSERVANCES

National Suicide Prevention Month  
 Hispanic Heritage Month  
 National Self Improvement Month  
 Baby Safety Month



## NATIONAL DAYS

**September 4:** National Food Bank Day  
[#nationalfoodbankday](#)

**September 5:** World Beard Day  
[#worldbeardday](#)

**September 7:** National Labor Day  
[#laborday](#)

**September 11:** Patriot Day and National Day of Service and Remembrance  
[#patriotday](#)

**September 13:** National Grandparent's Day  
[#nationalgrandparentsday](#)

**September 16:** National Working Parents Day  
[#workingparentsday](#)

**September 19:** National CleanUp Day  
[#nationacleanupday](#)

**September 20:** National Pepperoni Pizza Day  
[#nationalpepperonipizzaday](#)

**September 22:** American Business Women's Day  
[#americanbusinesswomensday](#)

**September 29:** National Coffee Day  
[#nationalcoffeeday](#)



# 2020 SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7 HAPPY Labor DAY	8	9	10	11	12
September 6 - September 12   National Waffle Week						
13	14	15	16	17	18	19
September 13 - September 19   National Arts in Education Week						
20	21	22	23	24	25	26
September 20 - September 26   National Singles Week						
27	28	29	30			
September 27 - October 3   National Fall Foliage Week						

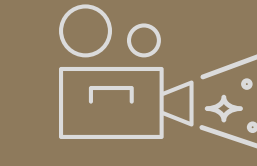
### VDS Recommendation of the Month | Social Specialist: Beau Davila

September is the first month of fall, and a lot comes with this changing of the season! Seasonal sales start to roll out, college/pro football begins, and usually, this is when school resumes! Now is a great time to take advantage of seasonal services that our customers will come to expect and love from you, thus helping you thrive.

This is your month to plan something great to finish the year strong, utilize your fans & engage with them through creative incentives! Such as a promotion on scarves or seasonal services, even a new coffee flavor can be the talk of the town when you snatch the opportunity.

Seasons come and go, so make sure to make the most of this one and plan it for a touchdown!

## 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!



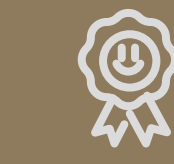
**POSTS THAT INSPIRE:** Theme days are an easy way to make your content visible. Take advantage of [#MotivationalMonday](#), [#ThrowbackThursday](#), [#FlashbackFriday](#), [#WednesdayWisdom](#) and more!



**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.