



MONTHLY OBSERVANCES

Breast Cancer Awareness Month
 Emotional Wellness Month
 National Pizza Month
 National Kitchen + Bath Month



NATIONAL DAYS

October 1: National name your car day
[#nameyourcarday](#)

October 4: National Taco day
[#nationaltacoday](#)

October 10: World Mental Health Day
[#worldmentalhealthday](#)

October 11: National Sausage Pizza Day
[#sausagepizzaday](#)

October 14: National Dessert Day
[#nationaldessertday](#)

October 16: National Boss's Day
[#bosssday](#)

October 18: National No Beard Day
[#nobeardday](#)

October 25: National Greasy Food Day
[#greasyfoodday](#)

October 26: National Pumpkin Day
[#nationalpumpkinday](#)

October 31: Halloween
[#halloween](#)



2020 OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
				1 	2 	3
4 	5 	6 	7	8 	9	10
October 4 - October 10 Customer Service Week						
11 	12 	13	14 	15	16 	17
October 11 - October 17 Drink Local Wine						
18 	19	20 	21	22	23 	24
October 18 - October 24 National Business Women's Week						
25 	26 	27	28 	29 	30 	31
October 25 - October 31 National Red Ribbon Week						

VDS Recommendation of the Month | Social Specialist: Alaina Christy

As we inch our way into cooler weather and a volume of holidays sets the stage to celebrate, now is the time to dig deep, channel your creativity, and plan accordingly.

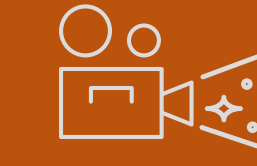
How is your business leveraging the season or the Halloween holiday? Is your establishment creating a fun (and COVID friendly) environment for families to enjoy some festive activities? Maybe it's an opportunity to connect with your community and offer tips on how to enjoy Halloween at home with some take-in and crafts. Does the season call upon your services?

For example, with there being an influx in online shopping, everyone is shipping even more gifts from coast to coast, a Home Security business is of the utmost importance during these times as we see an influx of porch pirates.

With the holidays around the corner, a deep cleaning service may be necessary to ensure you and your guests feel confident and safe celebrating with loved ones at home.

There's no time like the present to really kick off a strong Q4 marketing initiative. Start looking ahead and strategize now for what your seasonal and holiday promotions look like on social, to gain your best traction and return.

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.