

## MONTHLY OBSERVANCES

- National Tie Month
- National Human Rights Month
- Art and Architecture Month
- Read a New Book Month



## NATIONAL DAYS

- December 1:** National Pie Day  
[#nationalpieday](#)
- December 2:** Special Education Day  
[#specialeducationday](#)
- December 4:** National Cookie Day  
[#nationalcookieday](#)
- December 8:** National Brownie Day  
[#nationalbrownieday](#)
- December 12:** National Gingerbread Day  
[#nationalgingerbreadday](#)
- December 18:** National Ugly Christmas Sweater Day  
[#uglysweater](#)
- December 20:** National Sangria Day  
[#sangriaday](#)
- December 25:** Christmas  
[#merrychristmas](#)
- December 31:** New Years Eve  
[#newyarseve](#)



# 2020 DECEMBER

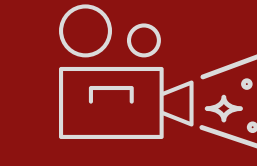
SUN	MON	TUE	WED	THU	FRI	SAT
		1 	2 	3 	4 	5
December 1 - December 5   National Handwashing Awareness Week						
6	7 	8 	9	10 	11 	12 
December 6 - December 12   Human Rights Week						
13 	14	15 	16	17	18 	19
December 13 - December 19   Gluten-free Baking Week						
20 	21	22	23	24	25	26
December 20 - December 26   Thank a Soldier Week						
27 	28	29 	30 	31 		
December 27 - December 31   Kwanzaa						

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

It's time to show off that holiday spirit! Connect with your audience by showing that your brand is in tune with the holidays as much as they are. This relatable content will encourage more engagement from your followers. Consider sprinkling in a bit of wisdom, increase your authentic visuals, and showcase a theme.

We hope you have a wonderful holiday season with those you love and care for and look forward to working with you in the new year!

## 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 signing petitions, 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.