



MONTHLY OBSERVANCES

- Autism Awareness Month
- Stress Awareness Month
- Earth Month
- National Garden Month
- International Guitar Month



NATIONAL DAYS

- April 1:** April Fools' Day
- April 2:** World Autism Awareness Day
- April 5:** National Deep Dish Pizza Day
- April 5:** National Dandelion Day
- April 5 - April 11:** Masters Golf Tournament
- April 6:** National Student-Athlete Day
- April 7:** National Beer Day
- April 7:** World Health Day
- April 8:** National Empanada Day
- April 8:** Zoo Lover's Day
- April 9 - April 18:** Coachella Music Festival *TBD
- April 10:** National Hug Your Dog Day
- April 11:** National Pet Day
- April 12:** Grilled Cheese Day
- April 13:** National Be Kind to Lawyers Day
- April 15:** Tax Day
- April 18:** Husband Appreciation Day
- April 22:** Earth Day
- April 25:** Oscars Academy Awards
- April 28:** National Superhero Day
- April 30:** Adopt a Shelter Pet Day



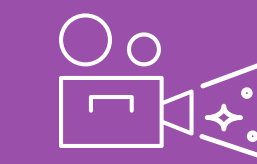
2021 APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
April 4 - April 10 National Library Week						
4	5	6	7	8	9	10
April 4 - April 10 National Library Week						
11	12	13	14	15	16	17
April 18 - April 24 National Volunteer Week						
18	19	20	21	22	23	24
April 25 - April 30 Medical Laboratory Professional Week						
25	26	27	28	29	30	

VDS Recommendation of the Month

April is time to leap into sunnier and warmer days, plus celebrate the bloom of flowers throughout the nation. The bunny is the most well-known mascot of this month for a reason. Get to hopping into brighter and warmer days this month!

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.