



## MONTHLY OBSERVANCES

Back to School Month

Water Quality Month

National Eye Exam Month



## NATIONAL DAYS

**August 5:** NFL Preseason Begins

**August 6:** International Beer Day

**August 9:** Book Lover's Day

**August 13:** Left-hander's Day

**August 16:** National Tell a Joke Day

**August 19:** World Photo Day

**August 20:** National Lemonade Day

**August 21:** Senior Citizens Day

**August 26:** National Dog Day

**August 26:** Women's Equality Day



# 2021 AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 	4 	5 	6 	7 
August 2 - August 8   National Farmers Market Week						
8	9 	10	11 	12	13 	14 
August 6 - August 15   Sturgis Motorcycle Rally						
15 	16 	17	18 	19 	20 	21 
22	23 	24	25 	26 	27	28 
29	30	31 				

### VDS Recommendation of the Month

School is back in session, and the start of football season is right around the corner. Depending on where you live, the weather should also be feeling like the last month of summer, and things will hopefully begin cooling down soon.

It's not the start of a new year per say, but treat the beginning of the new school year similar to New Year's Day and set some goals for yourself.

## 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.