



MONTHLY OBSERVANCES

National Identity Theft Prevention and Awareness Month

Operation Santa Paws

National Write a Business Plan Month



NATIONAL DAYS

December 1: Rosa Parks Day

December 4: Cookie Day

December 6: St. Nicholas Day

December 7: Pearl Harbor Remembrance Day

December 9: Christmas Card Day

December 10: Nobel Prize Day

December 17: National Ugly Sweater Day

December 18: Free Shipping Day

December 21: First Day of Winter
December 21: Winter Solstice

December 23: Festivus

December 24: Christmas Eve

December 25: Christmas

December 26: Kwanzaa

December 31: New Years Eve



2021 DECEMBER

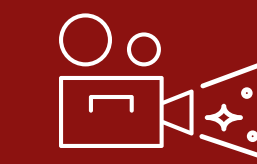
SUN	MON	TUE	WED	THU	FRI	SAT
			1 	2	3 	4
5 	6 	7 	8	9 	10 	11
December 5 - December 11 National Handwashing Awareness						
12 	13	14 	15 	16 	17 	18
19	20 	21 	22 	23 	24 	25
26 	27 	28	29 	30	31 	
December 25 - January 5 The 12 Days of Christmas						

VDS Recommendation of the Month

It's the most wonderful time of the year... Celebrate winter with Christmas, Chanukah, and most importantly, National Ugly Sweater Day. There is no other month that is more associated with friends and family, and with so many days of exciting celebrations (we're lookin' at you, Festivus), we'll never run out of things to talk about.

Get the most out of the final month of the year and Q4.

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.