



MONTHLY OBSERVANCES

- National CBD Month
- Weight Loss Awareness Month
- National Blood Donor Month
- National Thank You Month



NATIONAL DAYS

- January 1:** New Year's Day
[#newyearsday](#)
- January 2:** National Science Fiction Day
- January 4:** National Trivia Day
[#nationaltriviaday](#)
- January 10:** Houseplant Appreciation Day
[#bestfronds](#)
- January 11:** College Football Playoff National Championship
- January 13:** National Clean Off Your Desk Day
[#cleanoffyourdeskd](#)
- January 14:** Dress up Your Pet Day
- January 15:** National Hat Day
[#nationalhatday](#)
- January 18:** Martin Luther King, Jr. Day
- January 19:** National Popcorn Day
- January 20:** Cheese Lovers Day
[#cheeseloversday](#)
- January 21:** National Hugging Day
- January 26:** Spouse's Day
- January 28:** Data Privacy Day
- January 29:** National Fun at Work Day
- January 30:** Grammy Awards



2021 JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
January 1 - January 7 Diet Resolutions Week						
3	4	5	6	7	8	9
January 1 - January 7 Diet Resolutions Week						
10	11	12	13	14	15	16
17	18 MLK Day	19	20	21	22	23
January 18 - January 24 Sugar Awareness Week						
24	25	26	27	28	29	30
January 24 - January 30 School Choice Week, Clean out your Inbox Week						
31						

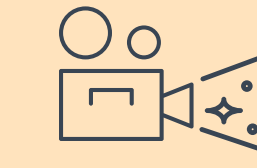
VDS Recommendation of the Month

Looking for some January content inspiration? Look no further.

It's that time to ring in the new year and put 2020 behind us. January is the month of resolutions, a fresh start, and a new yet optimistic perspective on what the future holds. Along with this fresh start comes commitments to healthier habits, College Football Playoffs, and the Grammys.

From creating resolutions to enjoying the simple yet satisfying things in life such as 'Clean Out Your Inbox' day, we've got some great ideas for your January marketing campaign and year ahead.

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!



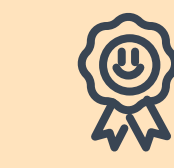
POSTS THAT INSPIRE: Theme days are an easy way to make your content visible. Take advantage of [#MotivationalMonday](#), [#ThrowbackThursday](#), [#FlashbackFriday](#), [#WednesdayWisdom](#) and more!



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.