



## MONTHLY OBSERVANCES

- Ice Cream Month
- National Independent Retailer Month
- National Grilling Month
- National Hemp Month



## NATIONAL DAYS

- July 1:** National Postal Worker Day
- July 1:** Joke Day
- July 4:** Independence Day
- July 7:** National 7-Eleven Day
- July 13:** French Fry Day
- July 17:** Flag Day
- July 17:** World Emoji Day
- July 17:** Disneyland's Birthday
- July 18:** Amazon Prime Day
- July 20:** Hot Dog Day
- July 21:** No Makeup Day
- July 25:** Parents' Day
- July 30:** National Support Public Education Day
- July 31:** Avocado Day



# 2021 JULY

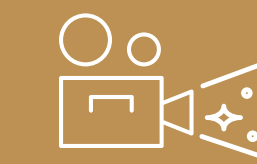
SUN	MON	TUE	WED	THU	FRI	SAT
				1 	2 	3 
4  	5 	6	7 	8	9 	10
11 	12	13 	14 	15	16 	17 
July 18 - July 24   Independent Retailers Week   Capture the Sunset Week				July 20 - July 24   National Parenting Gifted Children Week		
18 	19 	20 	21	22 	23	24
25 	26	27 	28	29 	30 	31 

### VDS Recommendation of the Month

Independence Day is a fun way to kick off July. Kids are out for summer, vacations are in full effect, and people are looking for ways to stay "cool" during this heated month.

If your brand can extend some support to those consumers dealing with the heat or simply entertain those with kids out of school, be sure to let your audience know!

## 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.