



MONTHLY OBSERVANCES

- Men's Health Month
- LGBTQ Pride Month
- National Safety Month
- Alzheimer's & Brain Awareness Month
- Great Outdoors Month



NATIONAL DAYS

- June 4:** National Donut Day
- June 4:** National Cheese Day
- June 4:** Hug Your Cat Day
- June 5:** World Environment Day
- June 8:** National Best Friends Day
- June 13:** National Weed Your Garden Day
- June 14:** Flag Day
- June 18:** International Picnic Day
- June 20:** First Day of Summer
- June 20:** Summer Solstice
- June 20:** Father's Day
- June 21:** National Selfie Day
- June 26 - July 18:** Tour de France
- June 28:** International Body Piercing Day
- June 28 - July 11:** Wimbledon
- June 30:** Social Media Day



2021 JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
		1 	2	3 	4 	5
6	7 	8 	9 	10	11 	12
June 7 - June 13 National Gardening Week						
13 	14 	15	16 	17	18 	19
June 14 - June 20 Men's Health Week						
20 	21 	22 	23	24 	25 	26
27 	28 	29	30 			

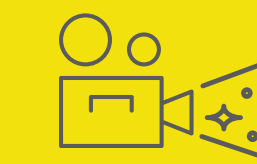
VDS Recommendation of the Month

You've made it halfway through the year! The kids are well into their summer vacation. However, the real summer season starts toward the end of the month. Things are heating up outside, and Father's Day might be the time to show them why your product or service reigns supreme.

The Tour de France and Wimbledon are two of the bigger sporting events of the summer. Usually, the NBA Finals occur in June, but with the shortened season and pandemic changing things, it has been pushed to July.

Embrace the theme of the outdoors and find ways to connect and engage with your consumers.

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.