



MONTHLY OBSERVANCES

- Women's History Month
- National Nutrition Month
- National Craft Month
- American Red Cross Month



NATIONAL DAYS

- March 1:** National Peanut Butter Lover's Day
- March 2:** National Read Across America Day
March 2: Dr. Seuss's Birthday
- March 4:** National Grammar Day
- March 5:** World Book Day
March 5: National Day of Unplugging
- March 6:** National Dentist Day
- March 8:** International Women's Day
- March 12:** Plant a Flower Day
- March 14:** National Pi Day
March 14: Daylight Savings Time (Clock forward)
- March 17:** St. Patrick's Day
- March 19:** Red Nose Day
- March 20:** International Earth Day
- March 23:** National Puppy Day
March 23: Agriculture Day (Ag Day)
- March 26:** Make Up Your Own Holiday Day
- March 28:** Respect Your Cat Day
- March 29:** National Mom and Pop Business Owners Day
- March 30:** National Doctors Day
- March 31:** Crayon Day
March 31: Transgender Day of Visibility



2021 MARCH

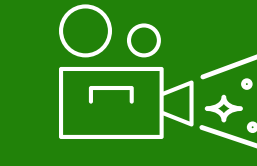
SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
March 1 - March 7 National Foreign Language Week						
7	8	9	10	11	12	13
March 8 - March 14 Girl Scout Week						
14	15	16	17	18	19	20
March 15 - March 21 International Brain Awareness Week						
21	22	23	24	25	26	27
March 21 - March 27 National Poison Prevention Week						
28	29	30	31			

VDS Recommendation of the Month

Ready or not, Spring has sprung! It's officially been one year since the pandemic was declared, and to say our communities have come leaps and bounds would be an understatement.

From Daylight Savings Time to your more fun observances such as St. Patrick's Day or even Dr. Seuss Day, there's a variety...

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!



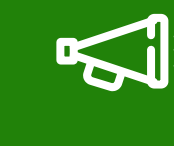
PROMOTIONS/CONTEST: Share a promotion or sale you are currently running. Co-op with a local business to create cross-network promotion opportunities to engage your audience and build awareness.



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.