



## MONTHLY OBSERVANCES

- National Photo Month
- National Mental Health Month
- Gifts from the Garden Month
- National Military Appreciation Month
- National BBQ Month



## NATIONAL DAYS

- May 1:** Kentucky Derby
- May 4:** Thank a Teacher Day
- May 4:** Star Wars Day
- May 4:** Firefighters Day
- May 5:** Cinco De Mayo
- May 6:** National Nurses Day
- May 7:** World Password Day
- May 8:** World Fair Trade Day
- May 9:** Mother's Day
- May 11:** Eat What You Want Day
- May 18:** International Museum Day
- May 21:** NASCAR Day
- May 31:** Memorial Day



# 2021 MAY

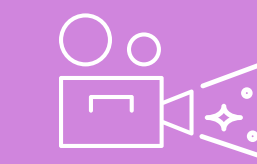
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May 2 - May 8   National Travel and Tourism Week			May 3 - May 7   Teacher Appreciation Week			
9 	10 	11 	12	13	14 	15
May 6 - May 12   Nurses Week						
16	17 	18 	19 	20	21 	22
23 	24	25 	26	27 	28 	29
30	31 					

### VDS Recommendation of the Month

Celebrate the gorgeous month of May! The Sun is warming, the birds are chirping, the flowers are blooming, and the garden is growing. Fun fact: May is named for the Roman goddess Maia, who oversaw the growth of plants, and May's full moon is called the Flower Moon, which occurs on Thursday, May 7.

See what fun and exciting days May has to offer—from holidays to history to advice.

## 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.