



MONTHLY OBSERVANCES

Peanut Butter Lovers' Month

National Healthy Skin Month

National Diabetes Awareness Month

Music Month

No Shave November



NATIONAL DAYS

November 1: World Vegan Day

November 2: Day of the Dead Ends

November 7: Daylight Savings Day
(Clock backward)

November 11: Veteran's Day

November 25: Thanksgiving

November 26: Black Friday

November 27: Small Business Saturday

November 29: Cyber Monday

November 30: Giving Tuesday



2021 NOVEMBER

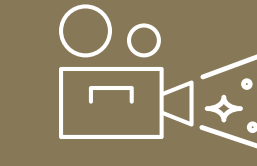
SUN	MON	TUE	WED	THU	FRI	SAT
	1 	2 	3	4	5 	6
7 	8	9 	10	11 	12 	13
November 8 - November 14 World Kindness Week						
14 	15	16 	17	18 	19 	20
November 14 - November 20 American Education Week						
21	22 	23	24 	25 	26 	27
November 22 - November 28 National Game and Puzzle Week						
28 	29 	30 				
November 28 - December 6 Chanukah						

VDS Recommendation of the Month

November is peak Autumn, and with it comes warm coffee drinks and EPIC meals. Let's not forget about wellness awareness with "No-Shave November" and National Diabetes Awareness month (the pumpkin pie is some serious irony here).

It's a month of being thankful, gearing up for some intense holiday shopping, and the start of Chanukah.

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.