



## MONTHLY OBSERVANCES

Breast Cancer Awareness Month

National Pizza Month

Bully Prevention Month

Adopt a Shelter Dog Month

Financial Planning Month



## NATIONAL DAYS

**October 1:** Coffee Day

**October 1:** World Smile Day

**October 2:** Name your Car Day

**October 4:** National Taco Day

**October 5:** World Teacher's Day

**October 10:** World Mental Health Day

**October 11:** Columbus Day aka  
Indigenous People's Day

**October 16:** Boss's Day

**October 23:** Make a difference day

**October 31:** Day of the Dead Begins

**October 31:** Halloween



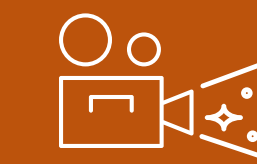
# 2021 OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
					1 	2 
3 	4 	5	6 	7 	8 	9
10 	11 	12 	13	14	15 	16 
October 11 - October 17   National Work from Home Week						
17	18 	19	20 	21 	22	23 
24	25	26 	27	28	29	30 
October 23 - October 31   Red Ribbon Week   Respiratory Care Week						
31 						

### VDS Recommendation of the Month

Halloween is the obvious theme for October, but it doesn't have to be all spooky-spooky skeletons and pumpkins. Many places can enjoy the season with changing leaves and pleasant weather, and there's no shortage of excitement with things like National Coffee Day, National Taco Day, and National Pizza Month.

## 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.