



MONTHLY OBSERVANCES

- Wilderness Month
- Hispanic Heritage Month
- Better Breakfast Month
- Childhood Cancer Awareness Month



NATIONAL DAYS

- September 4:** International Bacon Day
- September 5:** Cheese Pizza Day
- September 7:** Labor Day
- September 7:** Read a Book Day
- September 8:** National Literacy Day
- September 11:** 9/11/Patriot's Day
- September 12:** National Grandparents Day
- September 19:** Wife Appreciation Day
- September 19:** Talk Like a Pirate Day
- September 24:** Native American Day
- September 28:** National Voter Registration Day
- September 29:** World Heart Day
- September 29:** International Podcast Day



2021 SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			1 	2	3	4
5 	6 HAPPY Labor DAY 	7 	8 	9 	10	11
September 5 - September 11 National Suicide Prevention Week						
12 	13	14 	15 	16	17 	18
19 	20 	21	22 	23	24 	25
September 19 - September 25 International Week of the Deaf						
26 	27	28 	29 	30 		

VDS Recommendation of the Month

September is a great transition month that feels like the first month of autumn. School has started, and the leaves will soon start changing. This will most likely be one of the last months for pleasant outdoor activity weather for things like outdoor dining (lookin' at you, Brunch) and the last days of Q3. It's also the last month free of stress-inducing holidays, so soak up and enjoy your rest and relaxation this 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.