

Gonna Get Social!



MONTH

June



NOTABLE (GLOBAL-ISH)

NOTABLE (PERSONAL)

1

2

3

4

5

6

6 *Eyewear Day*

8 *Best Friends Day #BFF*

12 *National Children's Day*

15 *Nature Photography Day*

21 *First Day of Summer*

23 *Take Your Dog to Work Day*

30 *Social Media Day*

--- *Mental Health Day*



THINGS TO THINK ABOUT IN JUNE

- While June is Accordion Awareness Month, your audience might be more interested in the fact that is also the month of Cat Adoption, Camping, Candy, and Iced Tea. Nationally speaking, that is.
- A great way to engage is to share a favorite of yours and ask your followers to share their fav. June 8th is National Rosé Day, June 14th is National Bourbon Day, and June 19th is National Martini Day. Pick a day and post your poison.
- In 2010, Mashable registered June 30 as National Social Media Month. There are two ways you could celebrate. Post on your favorite platform and enjoy some mindless scroll. Or give yourself a break. If social media overwhelms you, use this day as permission to detox.

THE SECRET OF GETTING AHEAD, IS GETTING STARTED. -MARK TWAIN

Gonna Get Social!



MONTH

July



NOTABLE (GLOBAL-ISH)



NOTABLE (PERSONAL)

- 1
- 2
- 3
- 4
- 5
- 6

- 1 *Canada Day*
- 4 *USA Independence Day*
- 6 *World Kiss Day*
- 16 *Ice Cream Day*
- 17 *World Emoji Day*
- 22 *National Hammock Day*
- 29 *National Dance Day*
- *Mental Health Day*



THINGS TO THINK ABOUT IN JULY

- July is crazy, but does that mean your desk should be? On the 12th, celebrate National Simplicity Day by cleaning your work area. Then, on the 15th it's National Give Something Away Day. You just cleaned up. There has to be something you don't need. Let it go to a home where it is needed.
- Every third Thursday at the end of the quarter is Get to Know Your Customers Day. This quarter it falls on July 20th. Use this date to serve your clients well by commenting on their social media feeds.
- The 30th is National Cheesecake Day. As if you needed a reason. Share a dairy delicacy with the cheesecake lover in your life. Or don't. It's been a long a month. Cheesecake will help.

IF YOU FELL DOWN YESTERDAY, STAND UP TODAY. -H.G.WELLS

Gonna Get Social!



MONTH

August



NOTABLE (GLOBAL-ISH)



NOTABLE (PERSONAL)

1

2

3

4

5

6

1 *National Girlfriends Day*

4 *Chocolate Chip Cookie Day*

6 *Friendship Day*

10 *National S'mores Day*

16 *Tell A Joke Day*

25 *National Waffle Day*

26 *National Dog Day*

___ *Mental Health Day*



THINGS TO THINK ABOUT IN AUGUST

- August is Family Fun Month. As a family first company, we value the message behind this month's theme. You can have all the success in the world, but if you can't share it with someone, it's just not as wonderful. Take your family member that has supported you through and through out for a little fun sometime this month. And thank them for helping you be the amazing person you are today.
- As always, we left a space to fill-in when you are taking your mental health day. Did you see August has delivered an extra little gift on the 15th, as well?
- August 17 is National Thrift Store. Take the day to shop around for a few tchotchkes for some flatlays. Grab a white poster board and a few things of your own relevant to your brand. Set-up by a window with good light. Arrange your finds using using beautiful angles and the rule of thirds. Snap away!

THE MOST EFFECTIVE WAY TO DO IT, IS TO DO IT. -AMELIA EARHART