

2019

JUNE

VALENS POINT

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	01
02 National Rocky Road Day	03	04 Hug Your Cat Day	05 World Environment Day	06 D-Day, WWII	07 National Chocolate Ice Cream Day	08 World Ocean Day
09 Nursing Assistants Day	10	11	12 National Jerky Day	13 National Weed Your Garden Day	14 Flag Day	15
16 Father's Day	17 Eat Your Vegetables Day	18 International Picnic Day	19	20 National Bald Eagle Day	21 Take Your Dog To Work Day	22
23 30	24 Swim A Lap Day	25	26 Forgiveness Day	27	28 Insurance Awareness Day	29

Social Media Ideas

02
For this ice cream themed day, have followers share about a hard thing (a "rocky road") they've gone through, and how they are able to see the sweet in it now.

05
It's World Environment Day! Encourage your followers to share some pictures of our beautiful earth, and create a post about easy ways to be environmentally conscious.

14
Post pictures from around your area of flags being flown (you can gather pictures in the weeks before).

16
Leading up to this special holiday, you can feature your staff's favorite pictures of them and their fathers or something similar.

21
Encourage employees and followers to follow this tradition and share the results. Highlight their happy encounters by reposting your favorites, and maybe even share some favorite dog memories!

PROJECT IDEAS

- Improve on Local Search Results: Claim or update your Google My Business page. Ensure that it is current and accurate. Next, get in touch with some clients and try to get 5 new reviews of your business. Want more help with local search? Check out [this post](#).
- Website updates: Update your 'About' and 'Contact' pages on your website. Include new photos and branding elements, and make sure your contact information is all up-to-date.
- Create a summer themed swag bag to give away. You might think of a road trip-oriented bag with state maps, promotional products like sunglasses, mugs, coozies, and pens. Promote this on social media and have customers come by or have your team drop them off at customer sites. Be generous!

CONTENT IDEAS

- Interview three of your best customers with the purpose of getting clarity on why they do business with you and to create customer story content. Dig deep into their answers in order to understand why they choose you and what impact your business has had on their lives ("your difference").
- Document two recent projects you have completed or that have reached milestones. Describe their challenges or unique features. Showcase any special requirements, skills, or certifications that were needed.
- Put together a Marketing or Media Kit. This "kit" (physical or digital) should contain the following: your company story, products & services, marquee customers & testimonials, and case statement/difference proof. Ensure that you're providing accurate and reliable contact information.