

2020 JUNE

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY SOCIAL MEDIA IDEAS

31	01	02	03	04	05	06
		National Rocky Road Day		National Cheese Day	World Environment Day	D-Day WWII
07	08	09	10	11	12	13
National Chocolate Icecream Day	World Ocean Day		National Ball Point Pen Day			National Weed Your Garden Day
14	15	16	17	18	19	20
National Flag Day				National Go Fishing Day		American Eagle Day
21	22	23	24	25	26	27
Fathers Day		National Hydration Day			National Take Your Dog to Work Day	
28	29	30	01	02	03	04
	National Camra Day					

02
National Rocky Road Day
 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
World Enviroment Day
 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
National Flag Day
 14 Post pictures from around your area of flags being flown (you can gather pictures in the weeks before).

21
FathersDay
 Leading up to this special holiday, you can feature your staff's favorite pictures of them and their fathers or something similar.

26
National Take Your Dog to Work Day
 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.
- 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.

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MONTHLY THEMES

Great Outdoors Month // National Fruits & Veggies Month // National Iced Tea Month

VALENS POINT