

2020 SEPTEMBER

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SOCIAL MEDIA IDEAS

30	31	01	02 Victory Over Japan Day	03 National Welsh Rarebit Day	04 National Wildlife Day	05
06 National Read A Book Day	07 Labor Day	08 National Ampersand Day	09	10	11 Patriot Day	12 National Programmers Day
13 Grandparents' Day	14	15 National Online Learning Day	16 Stepfamily Day	17 Citizenship Day	18	19
20	21	22 Autumn Equinox	23 Innergize Day	24	25 Native American Day	26 National Pancake Day
27	28 National Good Neighbor Day	29 National Coffee Day	30	01	02	03

06
National Read A Book Day
Post about a book that has made a difference in your life recently, and ask your followers to respond with their own recommendations.

11
Patriot Day
Identify some ways that your audience can serve others. Choose one to do as an office, and share your experience with your followers.

22
Autumn Equinox
This last day of summer, consider posting videos of your staff describing their favorite summer memories. (See this month's Content Idea for more info!)

29
National Coffee Day
Share your own favorite coffee shop. Bonus points if you can arrange to co-sponsor a promotion with them (i.e. a "coffee on us this morning" special).

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PROJECT IDEAS

- Plan your fall promotions- Back to school, football, fall weather are all promotion worthy ideas. Pick one that is aligned with your brand, then plan everything from the campaign to the execution. Don't forget to set goals first!
- Customer Experience : Trust Building- Identify the ways you can build trust with your audience and prospects. Stumped on ideas? Ask your customers how they grow to trust a business like yours. Once you get some feedback, you can begin to determine how you will implement trust-building steps in your customer journey.
- Conduct a Partner Event - Select a business you would like to partner with and plan to conduct an event with them. This could be a office open house, an after hours networking event, a lunch and learn, or any other activity that brings people together and adds value. Think about making this a quarterly event.

MONTHLY THEMES

National Preparedness Month

International Update Your Resume Month

CONTENT IDEAS

- Video- Plan and record three customers talking about the difference your business makes in their lives. Don't worry about top-notch production - just capture raw and honest stories from your customers. Use these on social media and on your website, as an engaging form of testimony
- Buyers Guide- Create an ebook or document that outlines what a buyer of your product or service should know when purchasing. Use your FAQ and SAQ lists and include a section on how to evaluate businesses in your industry.
- Video- As summer draws to a close, record your staffs' favorite memories from the summer. It's a way to introduce your staff to your audience and a way to bring a personal connection to your business. Use these on social media and on your website.