

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Tofu Day #TofuDay Pet Rock Day #PetRockDay Letter Writing Day	1 Labor Day #LaborDay (USA FEDERAL HOLIDAY) VJ Day #VJDay	Skyscraper Day	National Wildlife Day #NationalWildlifeDay	International Day of Charity #CharityDay Cheese Pizza Day World Samosa Day	Read a Book Day #ReadABookDay	Beer Lovers' Day #BeerLoversDay World Duchenne Awareness Day
	If your company is closed today, post a notice to social 2 days early	WEBSITE BLOG POST Write a blog post (or video) on your website, then post it to social media and email it in your newsletter.				
International Literacy Day #LiteracyDay	Teddy Bear Day Wiener Schnitzel Day	World Suicide Prevention Day	Patriot Day (9/11 Memorial Holiday)	National Day of Encouragement #DayOfEncouragement National Video Games Day #NationalVideoGamesDay	Stand Up To Cancer Day #KissCancerGoodbye	Cream Filled Donut Day
8 National Grandparents Day #GrandparentsDay		WEBSITE REVIEW DAY Go page-by-page through your website to confirm that all the information is accurate, hyperlinks work properly, etc.			Shoot a short video about your company, product/services and post to YouTube & Facebook	
Wife Appreciation Day Greenpeace Day Batman Day #BatmanDay	Stepfamily Day Guacamole Day World Ozone Day Working Parents Day	15 US Constitution Day International Country Music Day Citizenship Day Apple Dumpling Day	Cheeseburger Day #CheeseburgerDay Water Monitoring Day	Talk Like a Pirate Day #TalkLikeAPirateDay	Concussion Awareness Day Pepperoni Pizza Day Tradesmen Day International Grenache Day	International Day of Peace #PeaceDay Miniature Golf Day #MiniGolfDay
	MEDIA RELATIONS Work on building/updating your media list of newsmen and reporters. When you have a special event or something newsworthy, send it to them to get earned media.					
Car-Free Day #CarFreeDay White Chocolate Day World Rhino Day Business Women's Day Ice Cream Cone Day	Family Day Restless Legs Awareness Day	Punctuation Day Cherries Jubilee Day	National Women's Health and Fitness Day World Dream Day Comic Book Day One-Hit Wonder Day World Pharmacists Day Psychotherapy Day	European Day of Languages #EDL2019 Johnny Appleseed Day Lumberjack Day Fitness Day Human Resources (HR) Professionals Day	World Tourism Day #WTD2019 Corned Beef Hash Day	World Rabies Day #WorldRabiesDay National Good Neighbor Day #GoodNeighborDay
	22 1st Day of Fall (Autumnal Equinox 2:50 a.m.)	WEBSITE TRAFFIC Log into your Google Analytics account and pull a traffic report.			EMAIL MARKETING Write an email newsletter and send to your contacts today. Be sure to include links to your website and social platforms.	
World Heart Day World Rivers Day Biscotti Day	International Podcast Day #InternationalPodcastDay	MONTHLY OBSERVANCES Hunger Action Month Ovarian Cancer Awareness Month Piano Month Preparedness Month Suicide Prevention Month				EMAIL WORKS! Email marketing is the most cost-effective ACTIVE way to reach your current and prospect customers/patrons. Push traffic to your website, store, or to stay top-of-mind by sending emails regularly. Don't have a list yet? It's easy to build your own! Omaha Advertising is a Constant Contact certified business partner. Give us a call at (402) 953-3500.
	FACEBOOK REPORT Log into your Facebook page, view the Insights data, and download an analytics report					

FACEBOOK - Post content on these days & reply to comments, messages, and reviews. Consider boosting posts for additional engagement.

INSTAGRAM - Post photos on days marked with this icon. Don't forget to use #hashtags to help attract more attention.

LINKEDIN - Post content to your business' profile on these days.

GOOGLE MY BUSINESS - Recent reports say that posting here every 6 days increases your search engine standings!

YOUTUBE - Take advantage of the power of video by posting regularly to the World's 2nd largest search engine.

PINTEREST - Post on these days here. Be creative, too!

TWITTER - Tweets posted on Friday, Saturday & Sunday have higher CTRs than other days.

SHOULD YOU POST ON WEEKENDS?
Absolutely! People use social media all hours and every day. If you can, post on weekends, evenings, and holidays - or schedule your posts to go out then.



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