

SEPTEMBER SOCIAL IDEAS

IMPRINT BRANDING

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 It's National Preparedness Month. What are some things your audience can do to be more prepared using your products or services? More prepared for guests? More prepared for a group photo? More prepared to make major life decisions?	2	3 Promote holiday weekend specials, poll the audience about holiday weekend plans, or share your own plans!
4	5 Labor Day! Shout out employees who work hard all year long, essential workers, or mentors/heroes who have inspired you!	6 It's Fight Procrastination Day! Share some tips for how your audience can reduce their procrastination... perhaps procrastination related to scheduling your service or purchasing your product!	7 Spotlight a product or service that might be perfect for the end of summer/transition to fall timeframe. A short-sleeved sweater? Spray tan packages to help the summer glow last? Fall-feeling drinks?	8 Share some positive feedback you've received from clients/customers/ patients.	9 Fact Friday: Share a fact about your industry that people might not know. What's something that people are often surprised to find out?	10 It's a day to swap ideas! Ask your audience if they have ideas for unusual uses for your product, perfect gifts for a specific occasion or person, or how a service can be provided. Tag another business and offer a fun idea for them to kick it off!
11	12 Meet the ____ Monday: Introduce your audience to you, one of your staff, one of your services, or one of your products.	13 Poll the audience! Looking to try a new product or service? Want to know what people are talking about right now? Just ask!	14 Could your audience use a little mid-week pick me up? Tell a joke, offer a word of encouragement, or, better yet, a special or deal!	15 What's something you've learned in business or life that you wish you knew sooner that your audience might benefit from knowing?	16 Flashback Friday! Share a picture or story from when your business first started, a product you sold that seems "old" now, pictures of your staff as kids... bring a little fun nostalgia to your feed!	17 Saturday Sweets! Share the sweetest part of your business, literally or figuratively. What's your favorite sweet to have around the office? What's a sweet that you can't ever turn down?
18	19 Post a positive review from a client/customer, share a success story, a good before/after picture, or some other proof of product and service!	20 Shout out the team that supports you, whether it's employees, friends, or family who make your business a success!	21 Answer a question you're frequently asked.	22 Fall is officially here! Promote a product that feels perfect for fall or highlight some of the things your business is planning for the cooler season.	23 It's National Go with Your Gut Day! What's your gut saying today? (Come in for a drink after work! Buy a new bag! Shop for new insurance!)	24 Fall festivals and events are in full swing! Share some recommendations for local festivals or events that your audience might want to check out.
25 We're only three months from Christmas! Plug products that might make some good gifts, offer some hints about upcoming holiday specials, take a poll to see who's started shopping, etc.	26 It's HR Professionals Day! Shout out your HR department... even if that's just you! This could be a fun Reel or TikTok showing a small business owner filling all the HR roles.	27 What something not to miss? This can be something related to your products or services, or it could be something that gives your audience insight into who you are and what you love!	28 It's Ask a Stupid Question Day! Ask your audience if they have any questions they haven't asked because they think it's dumb... and reassure them that there are no dumb questions (maybe just silly ones!)	29 Share a word of encouragement, either humorously (you've almost made it to Friday!) or with a more serious tone (you can change your own life!), whatever best fits your brand!	30 Give people a behind-the-scenes look at what goes into your products/services.	