

Expert Content Strategy Guide

Informal Holiday Social Media Graphics



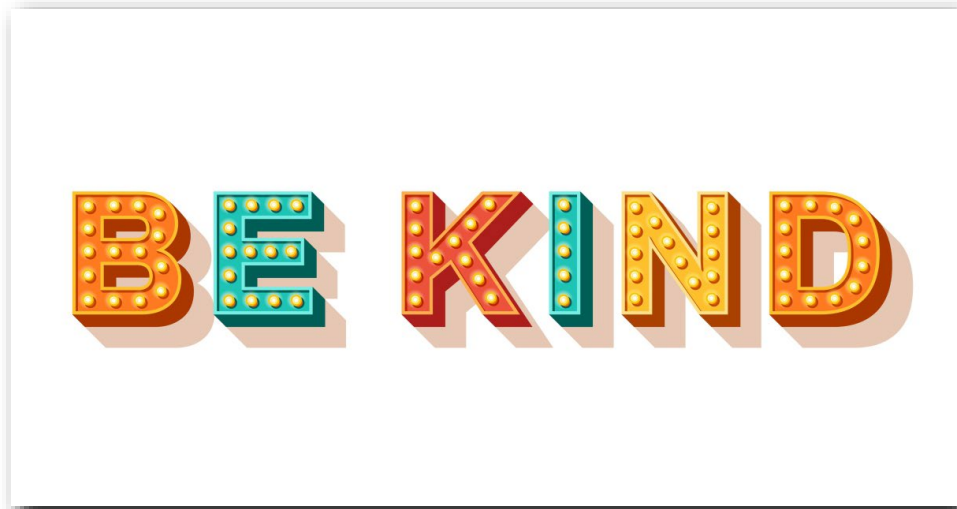
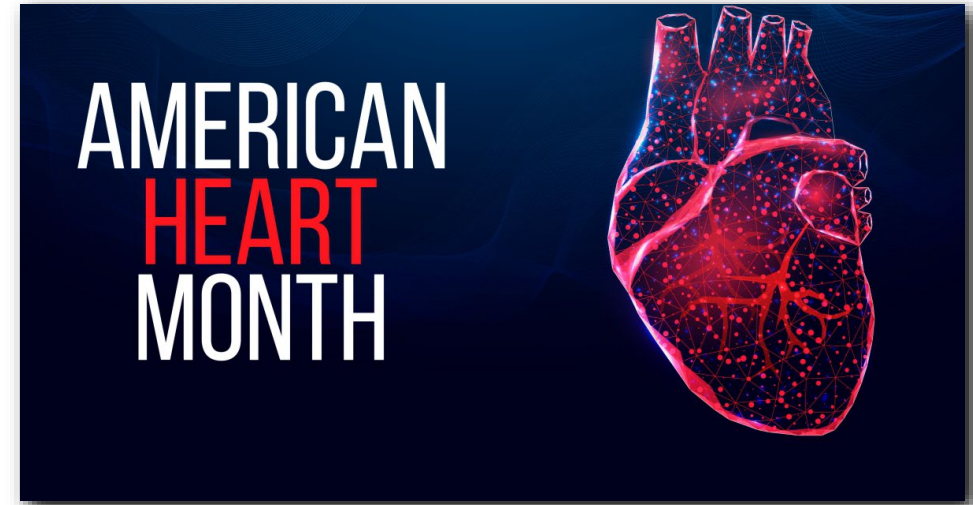
Informal Holidays

Social Media Graphics and suggested post copy

Informal Holidays can act as a simple yet meaningful client interaction. Leverage these social media graphics to engage your followers on days that may be special to them. Awareness days and months, National Puppy Day, and Financial Health Month provide additional touchpoints with social media followers that maybe aren't as widely celebrated.

*All communications should be reviewed prior to publishing to users.

Social Media



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Media Name	Suggested Post Copy
EC - Black History Month February - 1049	Together, let's celebrate the vast contributions and achievements of Black Americans.
EC - Financial Wellness Month January - 1050	Whether you've made a resolution to better-manage your money, or planning for the future, now is an ideal time to begin. Contact me to learn more.
EC - Compliment Day, January 24 - 1051	Be sure to brighten another person's day with a heartfelt compliment. You'll be pleasantly surprised how a small gesture can make another's day a lot better!
EC - Heart Health Month, February - 1052	This month offers opportunities to learn about heart-healthy lifestyles and to support those with cardiovascular conditions.
EC - National Wear Red Day, February 2 - 1053	Let's both go red today! Wearing red helps remind others how women can live healthier and save lives through awareness of cardiovascular disease.
EC - Random Acts of Kindness, February 17 - 1054	Let's spread some goodwill today. Do a colleague a favor, open doors for others, pay another driver's toll, buy a stranger a latte. You could make a new friend.
EC - International Women's Day, March 8 - 1056	Join me in celebrating this year's theme: inspire inclusion. When we encourage others to understand and value women's inclusion, we're making a better world for everyone.
EC - Take Your Kid To Work Day, 4th Thursday-April - 1057	Spend quality time with a son or daughter April 25th within your workplace. It will help them understand your typical workday while providing them with opportunities to share how they envision their own futures.
EC - Skin Cancer Awareness Month, May - 1058	Summer activities are just as much fun when we're wearing sunscreen, as it helps protect against skin cancer. Let's share the #SkinCheckChallenge hashtag with family and friends, and within our social media. It'll help make sure that nobody gets burned!
EC - Star Wars Day, May 4 - 1059	May the Force be with you on the 4th! It's a day we can celebrate in hundreds of ways, from tuning into our favorite Star Wars movies to getting in touch with our inner Wookiee.
EC - World Blood Donor Day, June 14 - 1060	When we donate blood, we invest a half-hour in a potentially lifesaving act. Let's commit to participating in neighborhood donation drives and regular visits to our local blood bank.
EC - Insurance Awareness Day, June 28 - 1061	The right insurance coverage protects you and your family, which means true peace of mind all year round - at home and when you're on the road. Contact me for assistance with reviewing your current coverage.
EC - National Ice Cream Day, July 21 - 1062	Whether you prefer a cone or a cup, vanilla or chocolate, with or without whipped cream, serve yourself a tasty treat this Ice Cream Day!
EC - National Puppy Day, March 23 - 1055	"I wish I lived in your world, where it's sunshine and puppies all the time." - Charlotte Huang