



Social Media **CHEAT SHEET**

TRAFFIC  **INSTITUTE**

Social & Electronic Media Cheat Sheet

*Keep your content interesting and current all month long by discussing these July holidays and special days on blog posts, email blasts, Facebook, Twitter, etc. . . .

July Holidays

Month Long Observances

- Anti-Boredom Month
- National Baked Bean Month
- National Blueberry Month
- National Hot Dog Month – **POST IDEA:** We're hosting our annual neighborhood BBQ to celebrate National Hot Dog Month! Join us on [Date] at [Time].
- National Ice Cream Month
- National Picnic Month
- National Recreation Month

Week Long Observances

- Beans and Bacon Days – First Week Of July
- Freedom Week – Week Of July 4
- National Ventriloquism Week – Third Week Of July
- Everybody Deserves a Massage Week – Last Week Of July

July 1st

- Canada Day
- Creative Ice Cream Flavors Day
- International Joke Day – **POST IDEA:** What's your favorite joke? We're giving a \$__ gas card to the joke that gets the most likes!

July 2nd

- I Forgot Day
- World UFO Day

July 3rd

- Dog Days of Summer Begin
- Stay Out Of The Sun Day
- Compliment Your Mirror Day

July 4th

- American Independence Day
- National Country Music Day

July 5th

- Bikini Day
- Work-a-holics Day

July 6th

- National Fried Chicken Day

July 7th

- Chocolate Day
- National Strawberry Sundae Day – **POST IDEA:** Today is Chocolate Day and National Strawberry Sundae Day. Do you prefer your strawberry sundae with or without chocolate?

July 8th

- Video Games Day

July 9th

- National Sugar Cookie Day

July 10th

- Teddy Bear's Picnic Day

July 11th

- Cheer Up the Lonely Day
- World Population Day

July 12th

- Pecan Pie Day

July 13th

- National French Fries Day
- Embrace Your Geekness Day

July 14th

- Bastille Day
- Pick Blueberries Day
- Pandemonium Day

July 15th

- Tapioca Pudding Day
- Cow Appreciation Day

July 16th

- Fresh Spinach Day

July 17th

- Peach Ice Cream Day

July 19th

- National Ice Cream Day

July 20th

- National Lollipop Day – **POST IDEA:** Come down to [Dealership Name] to celebrate National Lollipop Day and pickup your FREE lollipop.
Available from: <http://tinyurl.com/ojn2vbx>



Bulk Fruit Lollipops: 5LB Bag

What do you think? Share on Facebook!

★ GORGEOUS 🗣️ DELICIOUS ❤️ TOO CUTE 📌 SHARE YOUR CANDY!

👍 Like 0

🐦 Tweet 0

📌 Pin it

★★★★☆ 4.5 (10 reviews)

[Read 10 Reviews](#)

[Write a Review](#)

July 21st

- National Junk Food Day
- Hammock Day

July 23rd

- National Hot Dog Day
- Vanilla Ice Cream Day

July 24th

- Amelia Earhart Day
- Cousins Day

July 26th

- Aunt and Uncle Day
- Parent's Day

July 28th

- National Milk Chocolate Day

July 29th

- National Lasagna Day

July 30th

- National Cheesecake Day
- Father-in-Law Day

July 31st

- Cotton Candy Day
- Jump for Jelly Beans Day

Unfriend Your Old Car



FACEBOOK

PROFILE & BANNER



Profile navigation icons: Friends, Messages, Notifications (3), Lock, Settings

-  **Your Old Car**
feeling lazy
Good luck trying to start me #LOL
-  **Your Old Car**
has checked into **The Side of the Road** – with Tow Truck
-  **Your Old Car**
is no longer your friend.

Dealership Name [Search] Home Dealer [Settings]



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Timeline About Photos 588 Friends 204 More

What movies have you watched? > Status Photo Place Life Event

What's on your mind?

See Your 2013 Year in Review