

# July 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p><b>The key to a strong social marketing strategy is CONSISTENCY. But who has the time to plan interesting content everyday? We've created a social media calendar to inspire some fun posts and conversation starters for your needlework business.</b></p>			<p><b>1 Joke Day</b> Why did the chicken go to the séance? To reach the other side. #JokeDay</p>	<p><b>2 UFO Day</b> Share a UFO (Unfinished Object) &amp; ask followers to share their UFOs. #UFODay</p>	<p><b>3 Share a Favorite Summer Recipe</b> Maybe something you've tried from the Nashville Needlework Market Cookbook?</p>	
<p><b>5 #Family Time</b> Share a photo of your family. Ask your followers to do the same.</p>	<p><b>6 Motivation Monday</b> Post some inspiration! "When someone says you can't do it. Do it twice, and take pictures!"</p>	<p><b>7 #Stitch Outside</b> Let's see your view today!</p> 	<p><b>8 New Angle</b> Get down low on the ground or stand on a step stool (be careful!) to get a new perspective!</p>	<p><b>9 #Souvenir</b> Have you ever stitched a souvenir? Share some travel related products.</p>	<p><b>10 Funny Friday</b> Post a funny meme #funnyfriday</p>	<p><b>11</b> Does your pet keep you company while you stitch? #AllAmericanPetPhotoDay</p>
<p><b>12 Best Sellers</b> Post a collage or multiple photos of your Best Sellers! #BestSellers</p>	<p><b>13 Accessories Day</b> Let's see your favorite stitching accessories!</p>	<p><b>14 #Tip Tuesday</b> Help your followers with a simple stitching tip. Go live or record a video.</p>	<p><b>15 WIP (Work in Progress) Wednesday</b> Show your current project and ask others to share too! #WIPWednesday</p>	<p><b>16 #BeWell andStitch</b> Share an article on the benefits of stitching.</p> 	<p><b>17 #Black andWhite</b> Post something in black and white and have stitchers guess what color it is.</p>	<p><b>18 Social Saturday</b> In person or virtually, encourage social stitching today!</p>
<p><b>19 National Ice Cream Day</b> What is your favorite flavor? #NationalIceCreamDay</p> 	<p><b>20 #Nostalgia</b> Share a favorite toy from when you were young.</p> 	<p><b>21 Resource</b> Provide a helpful website your followers might like. Example: Yarn Tree's Cross Stitch Calculator.</p>	<p><b>22 #National HammockDay</b> Stitch in a hammock...I'm already looking forward to this day!</p>	<p><b>23 #Throwback Thursday</b> Reminisce about the past or showcase a historical sampler.</p>	<p><b>24</b> Name a Stitching word that starts with the first letter of your name. (Needle Minder &amp; Railroading)</p>	<p><b>25</b> It's an entire day for stitching! #ThreadTheNeedleDay</p> 
<p><b>26 Customer Spotlight</b> Show your customers you appreciate them. Give a shout-out to a great sticher!</p>	<p><b>27 #personalize</b> Show products that can be personalized with name or initials</p>	<p><b>28 Post a Poll</b> Ask your customers their opinion on a product.</p> 	<p><b>29 #Sparkle</b> Post something Sparkly today!</p> 	<p><b>30 #International FriendshipDay</b> Suggest designs to stitch for a friend.</p>	<p><b>31 Trending Topic</b> Visit <a href="https://trends.google.com">https://trends.google.com</a> and pick something trendy to post about just for fun.</p>	<p><i>Feel free to share any Needlework Retailer posts on Facebook, Instagram, YouTube, Twitter and Pinterest with your own followers!</i></p>