

July 2020

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