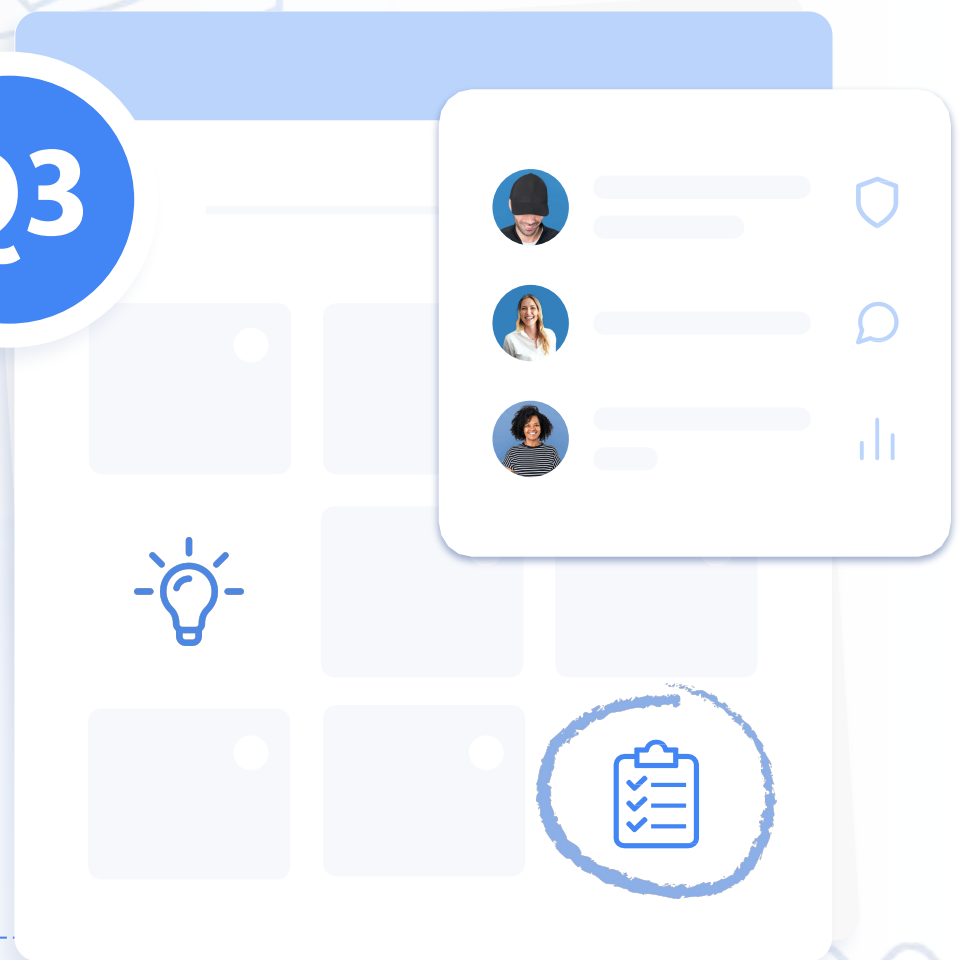
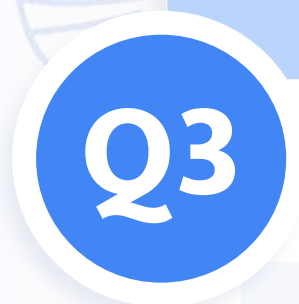


SOCIAL MEDIA

Holiday Calendar

Engagement Tips, Insights and Checklist



JULY

National Ice Cream Month







Did you know...

President Ronald Reagan designated July as National Ice Cream Month, along with the third Sunday of the month, as National Ice Cream Day on July 9, 1984.

July 2022

NATIONAL ICE CREAM MONTH

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

					<div><div></div><div>1</div><div>Canada Day</div></div>	<div><div></div><div>2</div><div>World UFO Day</div></div>
<div><div>3</div><div></div><div></div></div>	<div><div></div><div>4</div><div>Independence Day (USA)</div></div>	<div><div>5</div><div>National Bikini Day</div><div></div></div>	<div><div>6</div><div></div><div></div></div>	<div><div>7</div><div>World Chocolate Day</div><div></div></div>	<div><div>8</div><div></div><div></div></div>	<div><div>9</div><div></div><div></div></div>
<div><div>10</div><div></div><div></div></div>	<div><div>11</div><div></div><div></div></div>	<div><div>12</div><div>Malala Day</div><div></div></div>	<div><div>13</div><div></div><div></div></div>	<div><div></div><div>14</div><div>Bastille Day (France)</div></div>	<div><div>15</div><div>Give Something Away Day</div><div></div></div>	<div><div>16</div><div></div><div></div></div>
<div><div>17</div><div>World Emoji Day</div><div></div></div>	<div><div></div><div>18</div><div>Nelson Mandela Day</div></div>	<div><div>19</div><div></div><div></div></div>	<div><div>20</div><div>National Moon Day</div><div></div></div>	<div><div>21</div><div>Get to Know Your Customers Day</div><div></div></div>	<div><div>22</div><div></div><div></div></div>	<div><div>23</div><div></div><div></div></div>
<div><div>24</div><div>Parents' Day</div><div></div></div>	<div><div>25</div><div></div><div></div></div>	<div><div>26</div><div></div><div></div></div>	<div><div>27</div><div></div><div></div></div>	<div><div>28</div><div></div><div></div></div>	<div><div>29</div><div>International Tiger Day</div><div></div></div>	<div><div>30</div><div>International Day of Friendship</div><div></div></div>

- ☐ Social media holidays/events
- ☒ International holidays
- ☐ Local holidays

Reminder

Social media conversations are the best way to learn about your customers and how they feel about your brand. Listen, engage, and go the extra mile to get to know your customers.

Okay.

JULY IS NATIONAL ICE CREAM MONTH

Tips To Advertise Ice Cream On Social Media



Tip #1: Happy customers increase an ad's reach

Having a good product and keeping customers satisfied increases the ROI of your social spend and extends the reach of campaigns, as users spread the ad's reach organically by tagging their friends in the comments feed and recommending them to try the product.



Tip #2: Listen to what your customers have to say

The feedback from the comments thread contains valuable tips for future improvement and helps you spot technical issues about ads that you may not have known otherwise.



Tip #3: Cross-sell organically by replying to user comments

Promoting products does not only have to be done directly through awareness campaigns. Cross-selling can take place organically, at a low cost, in the comments section where people are asking about your products.



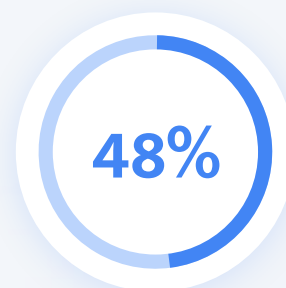
Tip #4: Moderate conversations actively

Active social listening and moderation can significantly reduce the volume of competitor promotions, spam/scam, brand attacks, hate speech, and other types of harmful comments.

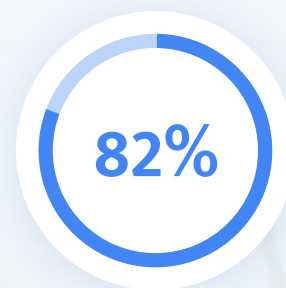
AUGUST

Black Business Month

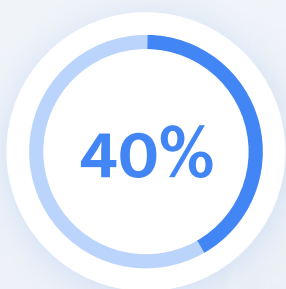
August is National Black Business Month. This observance highlights the important role of black-owned businesses in the continued strive for diversity and equality. Many brands partner with black-owned businesses and show their support on social media.



48% of Black social media users say they have posted a picture on social media to show their support for a cause in the past month.



82% of Black and Hispanic users say that social media is very or somewhat effective for creating sustained social movements.











40% of U.S. adults between 30-49 say they turn most to social media for political and election news.

Source: [Pew Research Center](#)

August 2022

BLACK BUSINESS MONTH
BACK TO SCHOOL MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	 5 International Beer Day	6
7	 8 International Cat Day	9 National Book Lovers Day	10 Lazy Day World Lion Day	11 Son and Daughter Day	12 International Youth Day	13 International Lefthanders Day
14 National Financial Awareness Day	15 Relaxation Day	16	 17 National Nonprofit Day	18 World Photography Day	 19 Lemonade Day	20 World Entrepreneurs' Day
21	22	23	24	25	26 International Dog Day	27
28	 29 US Open Starts	30 World Blog Day				

-  Social media holidays/events
-  International holidays
-  Local holidays

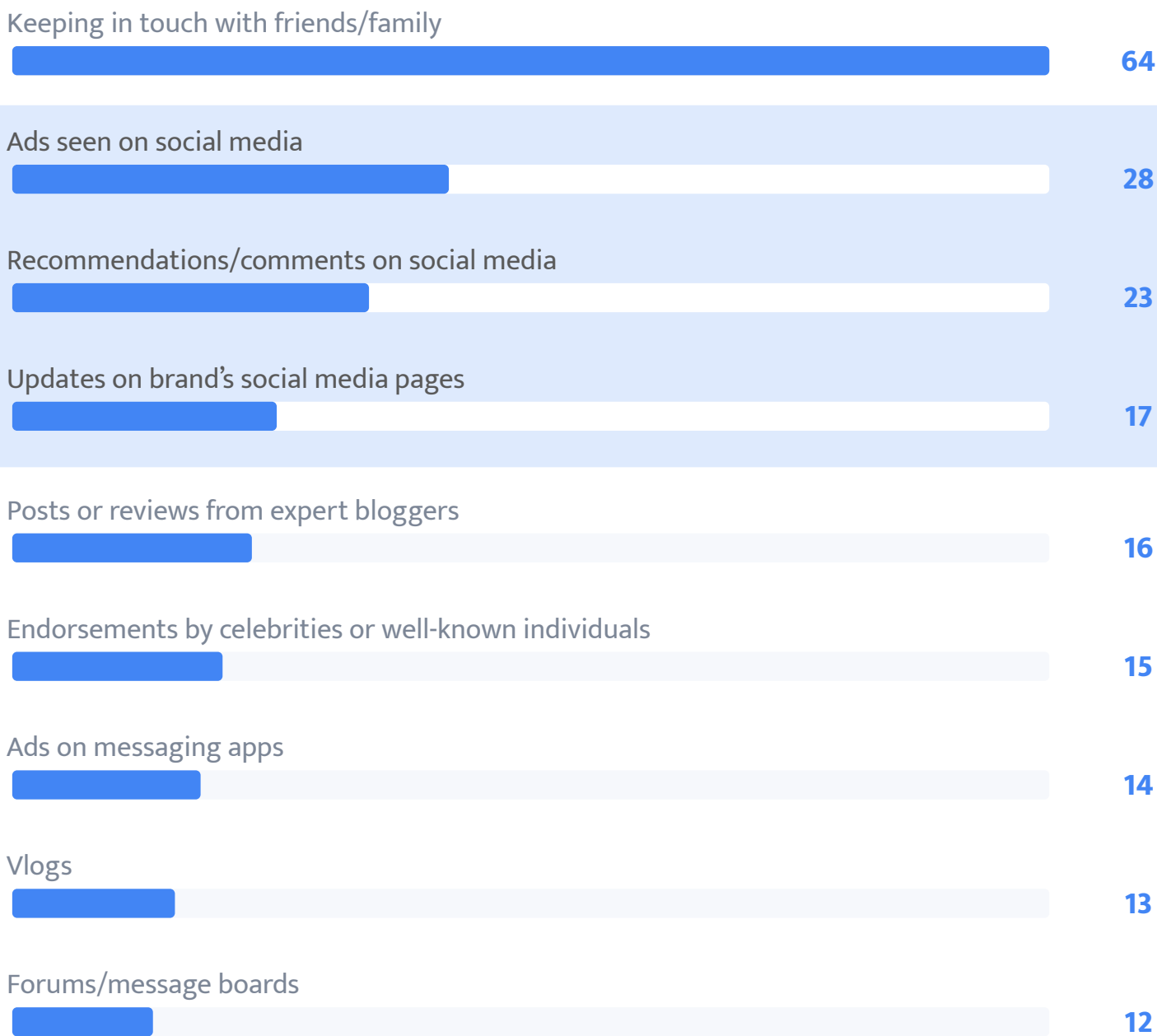
DID YOU KNOW THAT



4 in 10 consumers say they're using social media more to discover new products and brands (*Marketing Charts, 2021*)

How brand discovery happens

% of internet users who typically find out about new brands/products via the following:



Source: [GWI Core](#) Q3 2021 (204,493 internet users aged 16-64)



SEPTEMBER Hispanic Heritage Month







Did you know...

From September 15 to October 15 we celebrate the contributions made by the Hispanic and Latino Americans to the history, culture, and achievements of the United States.

September 2022

HISPANIC HERITAGE MONTH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3 World Beard Day
4	5 International Day of Charity	6 Read a Book Day	7	8 Literacy Day	9  Stand Up to Cancer Day	10 World Suicide Prevention Day
11  Patriot Day (USA)	12 Emmy Awards Video Games Day	13 Programmer's Day	14 International Day of Democracy	15 European Mobility Week Starts	16 Oktoberfest Starts	17
18	19	20	21  International Day of Peace	22 World Car-Free Day	23 Autumn Starts	24
25	26 European Day of Languages	27 World Tourism Day	28	29 World Heart Day	30  International Podcast Day	

- ☐ Social media holidays/events
- ☒ International holidays
- ☐ Local holidays

HISPANIC HERITAGE MONTH

Why Brands Should Show Support On Social Media

Even though brands don't need a dedicated celebration to participate in diversity and inclusion initiatives, showing support to Hispanic Heritage Month is an excellent opportunity to help **raise further awareness and impact real change**.

Hispanic Heritage Month encompasses many different communities, so we recommend you plan ahead and research thoroughly to get educated, improve Black and Indigenous communities' representation, and amplify Hispanic and Latino Americans' voices. Don't forget to moderate comments to protect your diverse online community from hate speech and harmful comments.



80% of consumers agree that a business must play a role in addressing societal issues; they want a company to take actions which increase profits, improve social conditions, and make the world a better place.

Source: [*The Edelman Trust Barometer*](#)



After learning a brand supports a social cause or is socially responsible, Gen-Z consumers are 85% more likely to trust a brand, 84% more likely to buy their products, and 82% likely to recommend that brand to their friends and family.

Source: [*Fuse Marketing*](#)

STAY ORGANIZED THIS QUARTER

Social Media Checklist

❑ Report monthly on quantitative and qualitative metrics.

- Compare your performance MoM and sentiment across ads and organic posts.
- Consider all the data to optimize ongoing campaigns, make smart decisions with your ad spend, and ensure that content resonates with your audience.

❑ Monitor comments to identify engagement needs and/or safety risks:

- Reply to frequently asked questions.
- Like and respond to positive comments.
- Hide harmful and inappropriate comments, such as hate speech, spam, scam, or competitor promotions.
- Set up alerts whenever there is a spike in negative sentiment so your team can react urgently and prevent critical issues.
- Address customer complaints by replying publicly to acknowledge the problem and forward them along as soon as possible.

❑ Share Voice of Customer data with other departments to help make better business decisions and create a stronger customer experience.

- Use social listening to monitor brand sentiment, discover conversation trends, and understand your customers' needs.

Want To Learn More About **Comment** Management?

Download the **Ultimate Guide to Managing Comments on Social Media** and learn how to moderate, respond and measure comments.

- ✓ Tips on how to manage all types of engagement - the good, the bad, the ugly
- ✓ Best practices from Fortune 500 companies, disruptors, and challenger brands
- ✓ How managing engagement effectively impacts social media and ad performance

Download Free Guide →



WHY PARTNER WITH BRANDBASTION

How We Can Help You?

BrandBastion's AI instantly analyzes and classifies thousands of comments to pinpoint what people are saying and to help brands take action.

We work with organizations across all industries to **create safe conversations and meaningful relationships** with their audiences.

Start
Monitoring
Conversations
For Free



Looking for some extra \$\$\$?
Just sign-up here: bit.ly/sCam1

BrandBastion
SAFETY



How can I buy this?

BrandBastion
CARE



Brand Hi @user! You can buy it
here: brand.com



Positive
Comments

Negative
Comments

Neutral
Comments

BrandBastion
INTELLIGENCE





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