

June 2021

COLLECTION THEMES & PHOTO SHOOT IDEAS:
Hot Girl Summer • Baby, You're a Firework • Bring the Heat
Father's Day Favorites • Bali Babe • Wear in the World
[Name of Vacation location] x Collection

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
START BRAINSTORMING: <ul style="list-style-type: none"> Summer Sale 4th of July Photoshoot Summer Sale Details Summer Event 		Have your audience tag a friend in the comments and say something nice about them. 1 <i>National Nail Polish Day</i> <i>Say Something Nice Day</i> <i>Global Day of Parents</i>	What are your goals or upcoming events this month? Share with your audience so they know what to expect! 2 <i>Leave The Office Early Day</i> <i>Global Running Day</i>	Plan your 4th of July themed photoshoot and update your website with a month to go! 3 <i>Wonder Woman Day</i> <i>World Bicycle Day</i>	Celebrate your favorite doughnut bakery today! Sprinkle some goodness around! 4 <i>National Doughnut Day</i> <i>Banana Split Day</i>	Get out and enjoy your local trail system. Go hiking, biking, and more! 5 <i>Hot Air Balloon Day</i> <i>National Trails Day</i> <i>World Environment Day</i>
What isn't selling? Refresh images of older inventory. 6 <i>D-Day, WWII</i> <i>National Frozen Yogurt Day</i> <i>National Eyewear Day</i> <i>National Cancer Survivors Day</i>	Share your top must-have picks for summer! 7 <i>National Thank God It's Monday Day</i> <i>National VCR Day</i>	Highlight a photo of you and your best friend. Have your audience tag their best friend for a giveaway. 8 <i>Best Friends Day</i> <i>World Ocean Day</i>	Highlight a customer review! 9 <i>Donald Duck Day</i> <i>Toy Industry Day</i>	Share Father's Day gift ideas. 10 <i>National Iced Tea Day</i> <i>Herb and Spices Day</i>	How do you make life beautiful? Share these details with others! 11 <i>National Cotton Candy Day</i> <i>National Making Life Beautiful Day</i>	Share your window or in-store merchandise display or homepage virtual display. 12 <i>National Rosé Day</i> <i>Superman Day</i> <i>World Gin Day</i>
Father's Day is a week away! Share some fun ways to celebrate with dad! 13 <i>Roller Coaster Day</i> <i>Race Unity Day</i> <i>Abused Women and Children's Awareness Day</i>	Review your Google analytics to keep track of progress. 14 <i>Family History Day</i> <i>National Bourbon Day</i> <i>World Blood Donor Day</i> FLAG DAY	Feature a local charity or nonprofit of your choice to feature. Give a percentage of sales to this charity. 15 <i>Worldwide Day of Giving</i> <i>National Lobster Day</i>	Take time to highlight new arrivals. Go in detail about each item. 16 <i>National Fudge Day</i>	How do you celebrate July 4th? Food, outfits, activities, parties and more. 17 <i>National Bartender Day</i> <i>Eat Your Vegetables Day</i>	How do you style your summer flip flops? Showcase your favorite ones! 18 <i>International Sushi Day</i> <i>National Flip Flop Day</i> <i>National Splurge Day</i>	Slow down and enjoy life as opposed to rushing through it. How do you enjoy life? 19 <i>World Sauntering Day</i> <i>National Kissing Day</i> <i>World Juggling Day</i> JUNETEENTH
Highlight the father figure in your life. 20 FIRST DAY OF SUMMER <i>World Productivity Day</i> FATHER'S DAY	Have your followers share their favorite selfie that makes them feel confident. 21 <i>International Day of Yoga</i> <i>Tall Girl Appreciation Day</i> <i>National Selfie Day</i> <i>World Music Day</i>	Start planning your summer sale details. Plan your marketing materials and social media schedule. 22 <i>Positive Media Day</i> <i>National Chocolate Eclair Day</i>	Feature all things pink today! 23 <i>Let It Go Day</i> <i>National Pink Day</i> <i>International Widows Day</i> <i>Public Service Day</i>	Are you shipping orders to or working with a client in new locations? Highlight the state or country! 24 <i>National Bomb Pop Day</i> <i>International Fairy Day</i> <i>National Handshake Day</i>	Share some cute posts of your dog at work with you! 25 <i>National Food Truck Day</i> <i>Take Your Dog To Work Day</i>	Share a backyard campout themed photoshoot highlighting your products. 26 <i>Forgiveness Day</i> <i>Great American Backyard Campout</i> <i>Beautician's Day</i>
Why do you wear sunglasses? Show the different frames you love. 27 <i>Descendants Day</i> <i>National Sunglasses Day</i>	Recap this month's bestsellers or best moments! Express gratitude for the support. 28 <i>International Body Piercing Day</i> <i>National Logistics Day</i>	Share your favorite photography tips with your audience! 29 <i>World Camera Day</i>	You know what to do for National #OOTD Day. Start showing off those outfits! 30 <i>National Outfit Of The Day Day</i> <i>Social Media Day</i>	MONTH HOLIDAYS: National Zoo and Aquarium Month National DJ Month Candy Month National Homeownership Month LGBTQ+ Pride Month Great Outdoors Month National Adopt a Cat Month National Fresh Fruit and Vegetables Month National Iced Tea Month Rose Month National Pollinators Month		