



MOUNT STRATEGY

TRENDS CITY

MARKETING PRAIRIE

CONTENT COVE

ADVERTISING FRONTIER

2023

Social Media Field Guide



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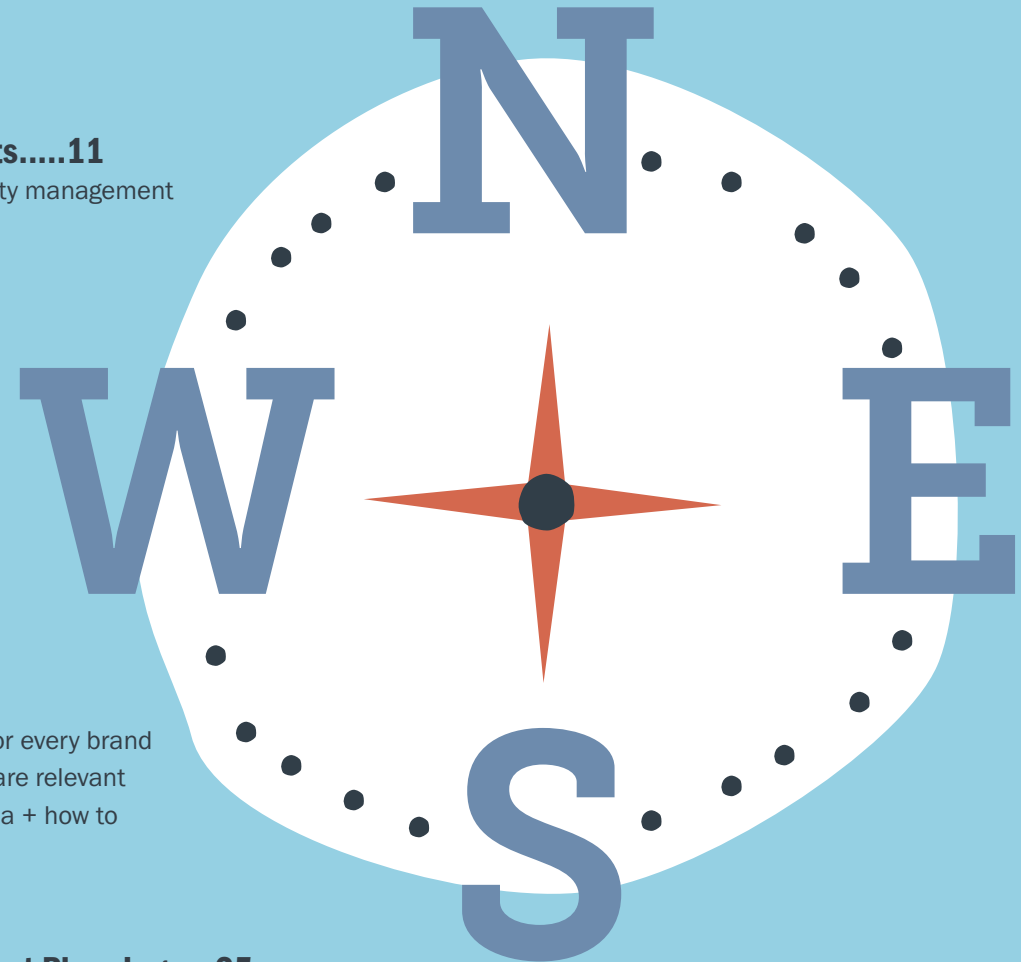
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Navigation

A stylized, flat-design illustration of a cityscape. The background is a light blue sky with a few white clouds. In the foreground, there are several buildings of various colors and shapes, including a tall teal building on the left, a blue building with a spire, an orange building, and a dark blue building on the right. A yellow building with a dark blue window is in the center. A traffic light with a red light is visible at the bottom center. Two birds are flying in the sky. The overall style is clean and modern.

Navigate Social Media in 2023

Beep, beep! Welcome to the bustling city of your social strategy. It'll be robust, trendy, constantly innovating and... well, hard to navigate. You might make some wrong turns along the way, but we're here to help! Next subway stop:: mastering social media in 2023.



Social Media Trends for 2023

Just like a big city, trends are booming and all about what's new. Since they're constantly developing, they can be difficult to keep up with! Thankfully, you have city natives like us to help you navigate these tricky avenues. Hop in our cab while we cover all the major trends in 2023.

Authenticity will continue to be a priority

Say goodbye to stock images and the fake smiles of the past! 2023 is calling for more *real* and user-generated content (UGC) to take the scene, putting the emphasis on customers and community, not just sales.

90% of consumers reported authenticity played a factor in their shopping decision.* As trailblazing platforms like TikTok and BeReal continue to rise in popularity, consumers will want to see raw content shared. We even predict other platforms getting on board with the short video trend, like YouTube with Shorts and Instagram elevating Reels. So, it's time to be real! Here are some ways you can start::

- Create short and authentic video content to connect you with your audience
- Lean into less polished content and more of a raw, behind-the-scenes tone. Let your audience in!
- Use and encourage user-generated content whenever possible
- Be open and honest about your brand

Audio will run the show

Come on, we've ALL quoted a viral TikTok audio before. Want to be like one of the cool kids? Time to make use of some of those trending sounds!

Thanks to TikTok and Reels, we can have a laugh, connect with our audience and talk about our industry with fun audio. At the end of the day, you're still a human, and your audience expects you to act like one! Plus, acting fast and getting on track with time-sensitive trends can lead to more creativity and better engagement (double win!). Taking advantage of trending audio also opens a world of opportunities for viral content creation where we can pull audio from all sorts of sources, like songs, TV shows, movie clips... you name it! You can add audio to your strategy by...

- Keeping an eye on trends and jumping on them ASAP
- Creating a sound and using it on TikTok
- Stitching other creators and brands using trends
- Finding interesting ways to talk about your services through audio

Social e-commerce will continue to grow

Move out of the way – social e-commerce is coming through with even more ways to shop and find new products!

Shopping on social media platforms is getting easier and more accessible, increasing by 25.2%* and is projected to exceed over 100 million shoppers

by 2023. That's a whole lotta dollars on the table! Facebook, Instagram and now TikTok have all jumped in on social e-commerce to create an easy, convenient, navigation-free way to shop. Consumers want a seamless process and social e-commerce allows them to buy and checkout directly on the platform, hassle-free. While Facebook is still at the top for shopping tools, other platforms are close behind! Some reasons why we can see consumers being drawn to shopping this way are due to::

- Convenience
- Lack of third-party websites and navigation
- Quick, easy shopping

User-generated content will become the new professional photoshoot

No need for a fancy studio, lights and pricey video and photoshoots in 2023. UGC is replacing brand-owned photo and video shoots by leaning on creators to create lifestyle-based content.

To put it plainly, those big production shoots just aren't relatable! Your audience wants to see themselves in your content, and there's no better way to build trust than sharing photos of other delighted customers, which proves people buy and enjoy your products. In the end, you're building authenticity because it comes from real people, not a brand. UGC boosts brand loyalty by showing customers you're listening by sharing their content. Ready to hop on board? Here's how you can start::

- Ask for it:: use CTAs (Call to Action) and campaigns to encourage people to share
- Listen up:: explore social media listening and ask permission to use unprompted UGC
- Take the lead:: engage creators of all sizes with a content brief to get specific assets

Social media will help fill open roles

The Great Resignation really said 🙌🙌🙌 to your brand's HR efforts. Businesses all over the world will still feel the effects of this change well into 2023, and recruiters should do everything they can to attract quality candidates to open positions. One way to bring in the right people? Social media!

Today, 92% of employers* use social media to hire talent. You already promote your brand on social media, so promoting open roles is no different. Not only are you bound to reach more people this way, but you can give better insight into your awesome company culture and benefits! You can attract the best candidates by::

- Using LinkedIn to learn more about a candidate's professional experience
- Engaging candidates on Twitter to learn more about their interests and what they value — this also helps gauge culture fit
- Monitoring Facebook to get a glimpse into how candidates present themselves to strangers, friends and family
- Promoting jobs with hashtags on TikTok or Instagram and using these platforms to show audiences what it's like to work for your company
- Creating YouTube videos highlighting your company values and culture

Social SEO will impact how new customers find you

Sorry, Yelp, TikTok reigns supreme (yet again) as the new way to find restaurants and recommendations. People are even saying it's the new search engine!*

Think about it: you're scrolling TikTok and realize you want a night out this weekend. You take to the search function and enter "rooftop bars Chicago," and hundreds of videos pop up about various locations. It's such an effortless way to find things to do in any city! Plus, if you like, save or share the video, the ~ algorithm ~ will give you similar videos on your FYP in the future. Basically, TikTok is one of the first to perfect social SEO. Here's how you can take advantage::

- Use video captions and include easily searchable buzzwords, like "hotel in Los Angeles"
- Include quality hashtags for searchability
- Get on board with trends to rank higher in a search feed
- Use trending audios for more exposure
- Engage with other creators and accounts

Lifestyle content will be preferred over styled product shots

You're selling a lifestyle, not just a product. Customers want to see the *full* vision and how that product or service can be integrated into their life. Lifestyle content tells a story!

Since customers are looking for a story, they're searching for one to reflect their values and aspirations. This means getting specific as to who you are as a brand and as a company. And your creative assets should reflect that! There's a fine line between curated and staged, so go for aspirational but authentic. People are wary of the hard sell, and it's always better to show them how great your product is rather than just telling them. Trust = gained. Here are some ways to create better lifestyle content::

- Shoot your own content or work with lifestyle influencers
- Opt for a cozy approach versus a glossy one
- Create relatable content
- Be honest and listen to your customers

Video content will lead the way

Eat up:: short, snackable videos are in! One newsfeed scroll on any platform proves video content is king, all thanks to TikTok.

Video accounted for as much as 82% of global Internet traffic* by the end of 2021 and has remained popular, so it's safe to say it's not going anywhere in 2023. We expect to see increased brands creating video content and partnering with creators to show off their products and services. In fact, over 40% of people* spend 7+ hours a week watching video content, so that leaves plenty of opportunity for your brand to be seen. But why video? Well::

- Short-form video is highly engaging
- You can learn more information in a shorter amount of time
- People are looking for connection
- Storytelling is a consumer favorite 🌐

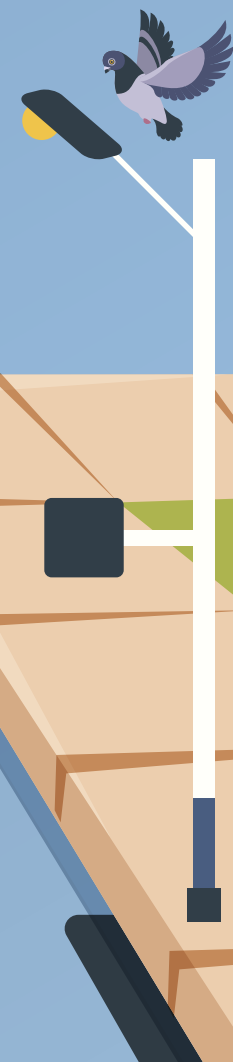
Social Media Challenges for 2023

Just like a thriving city, social media can be tough to navigate; with so much commotion comes wrong turns and one-way streets. But just because you encountered a red light doesn't mean you've reached the end of the road! Come along with us as we map out social media challenges in 2023.

The decline of organic engagement

While there are so many opportunities to create fun and exciting content, more and more brands are hopping online every day. This creates some competition, and in return, a fight for views.

We wish there was some secret sauce for high engagement, but trial and





error are your best friend in these scenarios. For some, a fix might be including more CTAs (Call to Action) in the post or graphic copy. Perhaps they're over-promoting and posting too much. Maybe even posting at the wrong time! In the end, what makes a brand successful online is personal. The best solutions to these challenges are::

- Building brand loyalty and advocacy by focusing on key audiences, rather than every audience
- Auditing social media accounts to figure out the most engaging content to make more of it
- Sharing more video content to take advantage of algorithm preferences
- Abiding by social media best practices
- Engaging with your employees and building a plan of action with your team
- Focusing on value, not gains

Gen Z boom

By 2023, it's expected there will be a higher percentage* of Millennial and Gen Z consumers than any other age group, so if you haven't made changes to your strategy to reel them in, now's the time!

Gen Z especially has always known technology and marketers will need to find new ways to reach and engage this tech-savvy, brand-conscious group. To be successful, brands must know their industry inside out and backwards while also having a keen awareness of who their audience is. To overcome this challenge, you'll need to::

- Do customer research and audit social media accounts to see if Gen Z is a relevant audience
- Appeal to Gen Z by using influencers, posting consistently and connecting with those creators
- Hop on board with platforms like TikTok and Snapchat
- Celebrate diversity and be inclusive with your content
- Promote a lifestyle, not just a product or brand
- Keep it real and personal



Community management as the first line of defense

As important as a social media team is (thank you very much!), they don't price products, craft warranties or create company policies. However, they ARE the people tasked with responding to consumers who are unhappy about any of those things via social media community management.

Community management is a crucial part of creating a reputable and trustworthy brand. 40% of consumers* expect brands to respond within the first hour of reaching out on social media, so timeliness is key! And in case you still don't believe us, answering a social media complaint can increase customer advocacy by as much as 25%.* Here are some ways you can shine at community management::

- Create a list of templated responses of FAQs so community managers can handle complaints and inquiries with ease
- Add community management to your list of daily to-dos
- Be prompt and considerate
- Work with your team to field difficult inquiries and escalated issues

Authenticating brand voice during good and bad times

Crystal ball, shmystal ball. After the past couple of years, it's clear no one can ever fully predict what will happen.

In an ever-evolving world, your brand voice stands out. This doesn't exactly mean you have to weigh in on all the latest news, but you do need to develop a trusted and consistent voice that is compassionate versus tone-deaf. And when something does affect your brand, you shouldn't ignore it. In fact, 43% of consumers* say brands should speak out when an issue directly affects their business. Creating a strong brand voice looks like::

- Having a clear purpose for why your brand exists
- Using your voice to amplify your efforts when appropriate
- Isolating category truths from brand truths and focusing communications on unique value propositions
- Making a situational plan for how and when to respond to current events

Video content is so important but there's no time to film it

Ok, ok, so you know video content is important by now. But what about finding the time to film it? With so many responsibilities it can be challenging to keep up.



Two words:: content batching! This allows you to plan content weeks in advance and focus your creative energy without jumping from task to task. And since you're filming all at once, the content stays cohesive. Videos on Instagram generate more engagement* than any other content type, so set aside time to create Reels and TikToks, too. Overall, content batching is a stress-free approach to start taking your social strategy more seriously. Here's how to start::

- Set aside a portion of your day to batch record footage
- Implement a content batching calendar to ensure video content is filmed, edited and used without overwhelming workloads
- Create a process so your team is on the same page

You're out of creative content ideas

Feel like you're always trying to reinvent the social wheel? Coming up with fresh content can be tough.

And you're not alone! 24% of marketers* say creating engaging content is their biggest challenge. Juggling creating content versus keeping up with the latest trends is no easy feat, which is why we recommend::

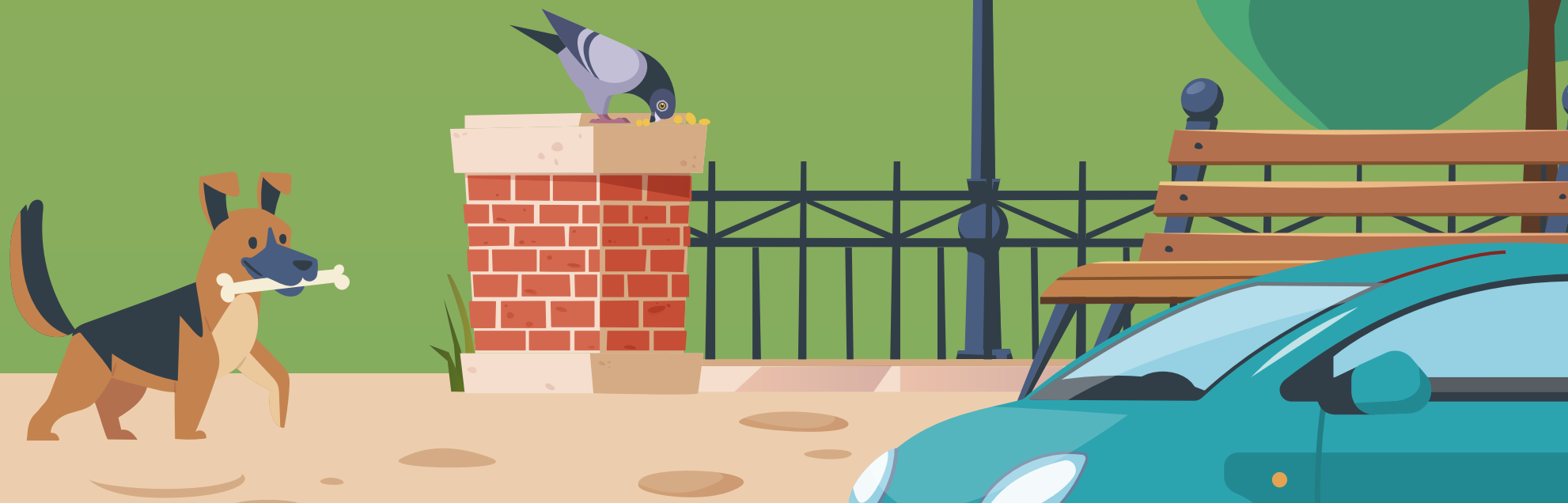
- Using social listening tools to stay in the know and look out for social trends
- Studying your competitors to keep up with what they're doing
- Collaborating with other creators to come up with interesting content
- Keeping your audience, and what they care about, in mind

Can't keep up with trends and algorithms

So many trends, so little time! We're living in an era where technology is advancing more than it ever has before and social trends reflect that.

21.8% of people* struggle with the ever-changing trends and algorithms of each social media platform, and with so many new features, who can blame them? Trends and algorithms change at a rapid rate and there's no doubt about it. Here's how you can keep up::

- Plan posts in advance and tweak accordingly
- Post consistently
- Don't be afraid to try new things
- Remember to stick to your brand identity above all



Standing out against competitors on social media

Trying to stand out from the crowd with no luck? This one's for you!

When first launching accounts for your brand, there are a lot of factors to consider. This can be overwhelming, but building trust and a following take time, and there is no shame in that. The key ingredients are knowing who you are, what your mission is and doing everything with quality. The solution here is::

- Focus on staying true to your distinct brand voice
- Build your primary promotional strategy around engaging customers
- Be real and authentic
- Find what makes you unique

Building trust and transparency

Credibility is **everything** when building a brand. And it all starts with creating trust and transparency.

How do you stand out and create credibility amongst the sea of competition that already exists on social media? Simple:: you must let audiences know they can trust you!

Don't be afraid to talk about your accomplishments and integrate them into your content strategy. Most importantly, don't ignore the voice of your customers and take accountability. When building trust and transparency, we recommend::

- Sharing "proof" in the form of reviews, testimonials, UGC
- Providing updates on awards, milestones and national days
- Taking accountability when needed and maintaining honesty

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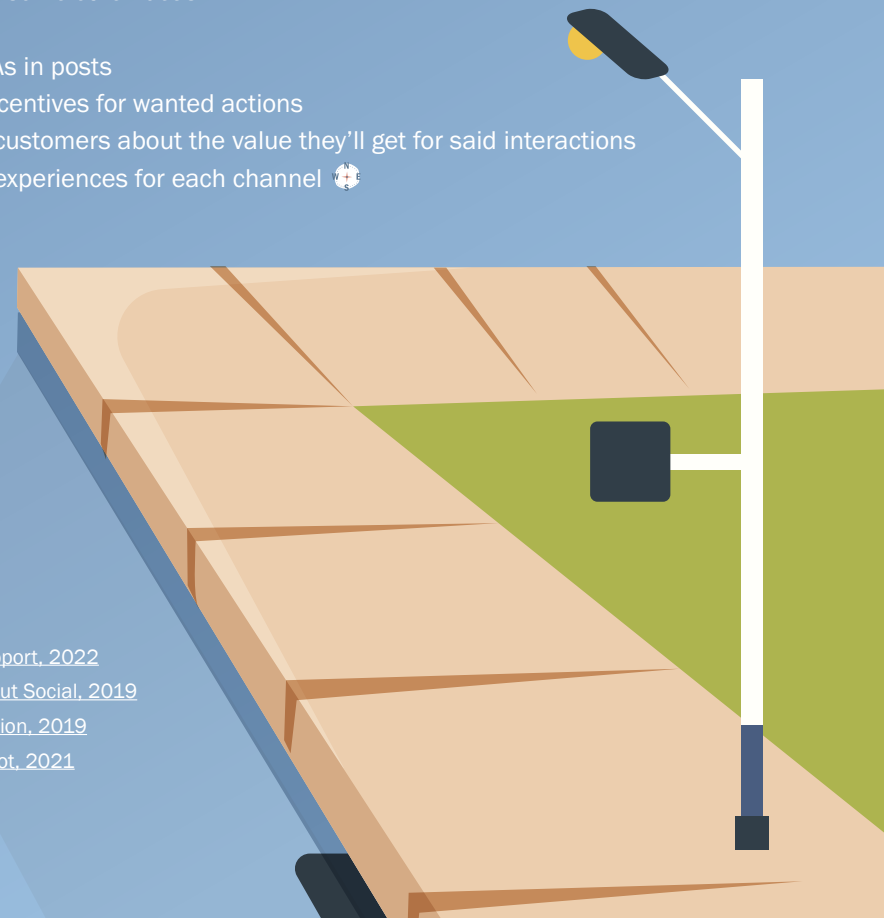


Driving social traffic to other marketing channels

We get it; you don't want an audience just on TikTok or just on Instagram. But how do you direct traffic to other marketing channels?

Sure, you can promote other platforms, but you can't force anyone to follow. However, you CAN create incentives to do so, such as discounts or features. For example, if you want more people to sign up for your newsletter, you can offer a discount for signing up. Here are some other ideas::

- Use CTAs in posts
- Offer incentives for wanted actions
- Inform customers about the value they'll get for said interactions
- Create experiences for each channel 🌐



Rediscover Your Social Media Marketing Roots

Sure, the city is cool and the sea is adventurous, but some things just *work* when it comes to your content strategy. Let's slow it down, live the simple life and go back to basics with these strategies in 2023.





Social Media Listening

Social media listening is the key to getting *all* the tea about your industry. It gives you a leg up by allowing you to eavesdrop on social media platforms for mentions and conversations related to your brand, then analyze them for insights and discover opportunities to act. By practicing social listening, you can be on top of everything consumers are saying, not just when they tag or mention you. Hooray for staying in the loop!

Why should you care about social listening?

With social listening you can::

- Get feedback to improve products or offerings
- Learn the types of content your audience prefers
- Recruit and hire new employees
- Research the competition
- Attract new customers and audiences
- Detect crises and avoid mishaps
- Find out why people follow or unfollow your brand



We know what you're thinking:: social media listening is really starting to sound like a superpower at this point. But with every hero comes a sidekick, so here are five ways to save the day with this strategy::

Social Media Listening Best Practices

1. Know and understand your audience
 - Don't waste efforts on people who will never be your customers. Invest time in developing accurate personas to understand who you're talking to and learn why they should care about your brand.
2. Monitor the right topics for your brand and your competitors
 - Brand name and common misspellings
 - Campaign names or hashtags
 - Top product names
 - Industry-specific terms and hashtags
 - Slogan
3. Invest in a tool
 - Effective social listening means only spending quality time looking at quality sources. Use software like Meltwater or Brandwatch to track what counts.
4. Keep an eye on the competition
 - Know what people love and hate about your competition to learn from their mistakes and find what your audience prefers.
5. Apply findings to all your strategies
 - Findings from social listening can lead to improvements in content, performance marketing, design and more! 🌐

Repurposing Content:: The Best Kept Secret for Social Media

94% of marketers* repurpose content, so why aren't you? You have enough on your plate, so it's time to work smarter, not harder! We're serving up content repurposing suggestions to keep posts fresh *and* easier for you to create in 2023. It's a win-win!

What is content repurposing?

Content repurposing is taking work you already created and recycling/repackaging it across other channels.

What content can be repurposed?

Anything can be repurposed for social media! Here are some of our favorites::

- Reels can be posted as TikToks and TikToks as Reels
- A whitepaper can be a source for LinkedIn posts
- Screenshots of brand tweets can become fun Instagram posts
- Snippets of YouTube videos can become Reels and TikToks
- Blog content can be turned into social posts, such as tips, infographics, carousels and TikToks or Reels
- A FAQ section on website can be used to make automated responses in your messages
- Blogs can become a series of Twitter threads
- Live streams can be shared as a YouTube video, TikTok or Reel

Why should you repurpose content?

Repurposing content saves time brainstorming and creating multiple assets all while keeping branding consistent across channels. Plus, repurposing strengthens SEO and cross-promotes your presence, which can lead users to your site or other social platforms! 🌱



Community Management in 2023

So many DMs, so little time! Did you know when you're in the trenches responding to comments and messages, you're performing community management? Doing this daily is not only a vital part of having a successful social presence, but it can also be what your strategy is missing if it's not on your to-do list.

What is community management?

Community management is all about building an authentic community through various types of interactions, be it responding to comments, DMs or #retweeting a funny comment from your audience.

Community management matters because it...

- **Humanizes a brand::** Community management brings your brand to life online — it's a real person with a real personality behind real interactions.
- **Increases brand engagement::** When audiences see a brand responds to inquiries and feedback via social media, they're more likely to engage with content in the future!
- **Builds relationships and trust::** Knowing a brand is listening and taking action at the request of audiences builds increased trust and brand loyalty.
- **Prevents crises::** By getting ahead of complaints on social media, brands can "read the room" and avoid bigger PR issues down the road.

Best practices for community management in 2023

Community management is all about being responsive and proactive, so time is of the essence. To do your best, we recommend to::

- Regularly moderate comments and messages – check in early and often to catch everything before it turns into a problem.
- Weed out bots and haters by having a list of blocked words or phrases uploaded to each platform.
- Respond to all genuine audience questions or comments.
- Plan when events, announcements and other brand news are released so you can wrangle your audience as efficiently as possible.
- Create templates to plan how you want to respond to positive comments, negative reviews, hateful/offensive speech, group conversations, etc. These will save you time and ensure everyone is treated equally.

5 Steps to say you're sorry on social media

Listen, we're human. We all make mistakes. And knowing how and when to apologize is a skill that takes practice, especially on social media. Here's our fool-proof formula on how to nail those apologies every time::

1. Read it and then read it again – you don't want to make it worse by misunderstanding the comment!
2. Make it personal and start with their name.
3. Apologize without admitting fault! You don't know the full situation or who's at fault.
4. State concern so user feels listened to.
5. Take the conversation offline by encouraging the user to direct message about their problem or reach out via a customer service line.

"Hi NAME. We're sorry you didn't have the experience you wanted here. We want to get more details and make this right, so please reach out to our team at help@customerservice.com." 🌐

*Sources

[13 Genius Tips to Repurpose Content the Smart Way: Referral Rock, 2022](#)

[Complete Guide to Social Listening: Media Monitoring, 2022](#)

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Rein in Social Media Advertising

Social media ads don't have to feel like the wild, wild west. Let's cut back some of the brush and take a look at ways we can approach this journey in 2023. Saddle up, marketers!



5 Things Marketers Must Know About Social Media Advertising in 2023

1. Diversification of campaign goals will be key to success

Hello, new strategy! Let's be real:: third-party driven optimization is so yesterday. Due to changes in how success is measured with the iOS 14 change of 2021, advertisers should focus on better engaging customers.

Creating a tailored approach to your paid social strategy not only delivers results, but also shows you know your audience well. Plus, it creates quality leads and conversions. Diversify your campaign objectives by::

- Running ads on multiple platforms
- Taking advantage of new advertising opportunities
- Trying new things and exploring new platform features
- Advertising where your primary audience is

2. Marketers will have to rely less on first-party audiences

That pesky iOS 14 update changed a lot, huh? While first-party audiences used to be the way to target, brands are now relying more on options provided by social platforms.

In 2021, spend on third-party audiences significantly increased year-over-year by 37%.* That's no longer the case due to data depreciation. Here are some reasons why this is a current issue::

- Consumers are taking matters into their own hands by downloading ad blockers and clearing cookies and browsing history.
- Privacy regulations are now in place so customers can accept or deny cookies.
- Apple's iOS 14 change put a stop to "automatic opt-in" and gave the power back to consumers.

3. Successful advertisers will make changes to traditional messaging strategies

The more advertisements there are, the less likely consumers will see them. Yes, you heard us! Thanks to this "banner blindness," brands are having to get crafty about how their ads look to catch customers' attention. Since basic messaging and ad creative just won't cut it anymore, here's what we recommend::

- Keep video content short and engaging
- Create content that captures attention in 5 seconds
- Quick, quippy copy is best
- Tell audiences why they should believe in your brand, not just that they should

4. Authenticity isn't something you can back-burner anymore

Fakeness is *not* the vibe in 2022 and it won't be in 2023 either. Social media is ever evolving and pivoting towards relatable and real content.

Influencers and micro-influencers have revolutionized authenticity in marketing. This is the new standard for brands and consumers can spot lack of authenticity from a mile away. To keep it real in your social media ads::

- Create content that offers value and realness. Don't sugarcoat or *gasp* Photoshop.
- Work with real customers and influencers for credibility. This includes adding UGC or testimonials to ad messaging!
- Stay true to your brand message and be honest

5. Facebook isn't the only paid social platform

Have you forgotten about the Facebook outage of 2021? Yeah, we haven't either.

That disruption made many brands realize the importance of having multiple platforms to test on, especially when it comes to audience targeting options. Sure, Facebook and Instagram are still important, but there are more opportunities with platforms like LinkedIn and TikTok. 🌐

The background of the page is a stylized illustration of a desert landscape. At the top left, there are dark brown, angular rock formations with some green, spiky plants growing from them. In the upper right, a brown horse with a black mane and tail is shown in profile, wearing a saddle and white wraps on its lower legs. Below the horse, there are white, starburst-like shapes on the ground. To the right of the horse is a tall, green saguaro cactus with yellow spines. In the lower left, a blue snake is coiled on a rock ledge. In the center, there is a round, green barrel cactus with a yellow flower on top. In the lower right, there is another green saguaro cactus with pink flowers. The ground is a mix of light and dark orange tones, suggesting a sandy desert floor.

How To Make Impactful Social Media Ads In 2023

Diversify ad creative

Time to get creative! One of the secrets to an impactful social media ad is thinking outside the box.

We're not saying you must reinvent the wheel but finding unique ways to convey the same message will keep your audience interested. Think:: animations instead of static graphics, carousels instead of single images and text graphics instead of regular photographs. Thankfully, platforms are making this easier by releasing cool, updated content features and tools. And when in doubt, user-generated content (UGC) is always beneficial, especially when it comes to video assets.

Try new placements

Thanks to the introduction of Reels and video content across most social channels, there are so many more placements for ads. There's also the option for ads to be placed within Instagram Stories and social messaging apps. So, test, test when it comes to placements and don't be afraid to try new things.

Hold hands with remarketing

Don't leave your visitors behind! Remarketing brings past prospects back around and saves you time in the long run. This gives interested consumers the extra push to take action on your ads and can solidify sales.

Create your own tracking

Having a tough time navigating this cookie-less world of advertising? It might be time to find another recipe. Create your own way of tracking through social-exclusive promo codes and deals. That way you can still observe customer behaviors without having to rely on cookies alone. 🌐

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Elevate Your Social Media Strategy

Growing and maintaining your audience can feel like climbing a mountain, especially with these ever-changing platforms. But you don't reach the summit overnight and sometimes you need a team to help you along the way. So, grab your hiking boots and let's go! Happy trails!

Social Media Videos:: How to Hack TikTok and Reels in 2023

Coming to a platform near you in 2023:: even more video! Video content is dominating social platforms today more than ever before, and of course, we owe this boom to apps like TikTok. Video content used to be seen as an “extra” thing to do to bump your strategy, but today, customers expect it. Feeling the FOMO? Here’s how you can take your content to the next level::

Eight ways to hack TikTok and reels for better engagement and higher views

- 1. Lean on trends::** Planning video content is great to ensure you’ll have something to publish, but you can miss out on views and engagement if you don’t jump on popular trends. Leave room in your strategy to explore viral audios, video ideas or trending hashtags when they arise.
- 2. Use the right hashtags::** Not all hashtags are created equal, so do hashtag research to make sure your hashtag block will speak to your audience without being too niche or diluted.

- 3. Keep videos short and snappy::** Shoot for 7 seconds for video length unless trending audio exceeds it. This will keep your audience engaged without overdoing it.
- 4. Edit to platform standards::** That moment when the beat drops but the text doesn’t. Be sure to make text appear on beat, create good quality video and hold true to all the TikTok nuances.
- 5. Include closed captions::** Being inclusive means for all, not just some. Including closed captions ensures everyone will be able to engage with your video.
- 6. Use on-platform effects and filters::** Some of the best features in TikTok are the effects. Using these will not only keep your brand on trend, but it also places your video with others who used that effect or filter, making your content easier to find.
- 7. Maintain consistency with posting cadence::** Consistency keeps you in the algorithm on TikTok. The more you maintain a steady posting cadence, the more your videos will be pushed to other peoples’ feeds.
- 8. When you can, stitch or duet with other creators::** Stitching and duetting with other creators is an easy way to bust out new content, all while gaining access to a bigger audience. Those who follow that creator have a better chance of seeing your video as well due to the TikTok algorithm, which means better engagement. 🌐

How To Audit Your Social Media Presence + 9 KPIs to Benchmark

Impressions, comments, likes, shares... these are all key metrics when it comes to the success of a social media page. But before you start creating content for yourself or even a client, it’s important to run a social media audit to ensure you know where your strengths and weaknesses lie.

Before you get started::

- Create an access checklist to make sure you have the correct admin access or logins to chosen social media accounts.
- Follow a plan for each platform to allow each account to get the same detailed attention.

9 KPI's to benchmark::

1. Reach

What is it? The total number of unique people who see your content.

Why does it matter? Reach measures your potential audience size and is the foundation to know how far your content can go.

3. Follower Growth Rate (FGR)

What is it? The measurement of followers lost or gained over a set period.

Why does it matter? Your FGR can tell you if your content is good enough to turn casual viewers into followers. When you have a higher FGR, you are building your audience quickly and efficiently.

How to calculate it:

$$\frac{\text{\# of New Followers}}{\text{\# of Existing Followers}} \times 100 = \text{Follower Growth Rate}$$

5. Engagement Rate (ER)

What is it? How many interactions your content receives in relation to your audience. These actions include comments, likes, shares, saves, profile visits and more.

Why does it matter? ER can be an indicator of brand resonance, and which posts your audience favors.

How to calculate it: There are multiple ways to find your social media engagement rate, so choose the type you value most:

Engagement Rate by Reach (ERR)

$$\frac{\text{Total engagements per post}}{\text{Reach per post}} \times 100 = \text{ERR}$$

$$\frac{\text{Total ERR}}{\text{Total Posts}} = \text{Average ERR}$$

Engagement Rate by Impression (ER Impressions)

$$\frac{\text{Total engagements on a post}}{\text{Total Impressions}} \times 100 = \text{ER Impressions}$$

$$\frac{\text{Total ER Impressions}}{\text{Total Posts}} = \text{Average ER Impressions}$$

Engagement Rate by Posts (ER Posts)

$$\frac{\text{Total engagements on a post}}{\text{Total Followers}} \times 100 = \text{ER Post}$$

$$\frac{\text{Total ER by post}}{\text{Total Posts}} = \text{Average ER by Post}$$

6. Social Media Website Traffic

What is it? The number of times people go to your website from social media.

Why does it matter? Website traffic turns casual social media followers into potential leads who are interested in learning more about your brand.

How to calculate it: You can view all your website activity through your site or Google Analytics, including session duration, bounce rate, conversion rate and more.

2. Impressions

What is it? The total number of times your content was on a screen, including repeated views.

Why does it matter? Impressions can indicate how interested viewers are in your content. Multiple views = more interest.

4. Applause Rate (AR)

What is it? The number of positive actions your content receives from your followers.

Why does it matter? AR refers to how much your audience values your posts, meaning you can learn the types of content followers prefer.

How to calculate it:

$$\frac{\text{Total Approval Actions}}{\text{Total Followers}} \times 100 = \text{Applause Rate}$$

7. Mentions

What is it? When your brand is referenced or tagged online, outside of posts you created.

Why does it matter? Mentions drive positive and negative brand awareness and can help you stay on top of perception.

8. Conversion Rate

What is it? The measurement of people who completed a specific goal, like a purchase, landing page view or engagement.

Why does it matter? Conversion rate can show you how efficient your strategy is at guiding customers through the buying journey.

How to calculate it:

$$\frac{\text{Total \# of Conversions}}{\text{Total \# of Sessions}} \times 100 = \text{Conversion Rate}$$

Social media audit checklist

Behind-the-Curtain

- All “about me” info is correct. This includes bios and about sections.
- Hours, locations and service listings are correct.
- Links work and are accurate, including to the website, privacy policy and any other off-platform portals.
- There are at least two people at my company with admin-level access to each platform.
- Passwords to access each platform are securely stored and not shared.

9. Shares

What is it? The number of times someone broadcasts your content on their own page or profile.

Why does it matter? Shares are a great indicator for which messages or campaigns engage your audience the most and the content they want from you.

Tone & Aesthetic

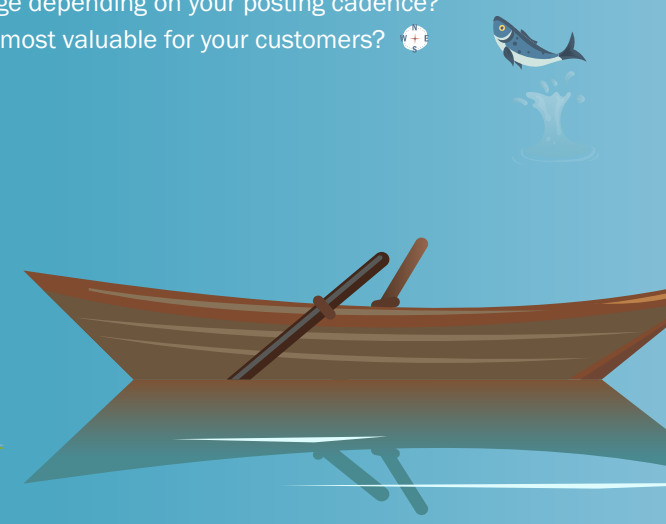
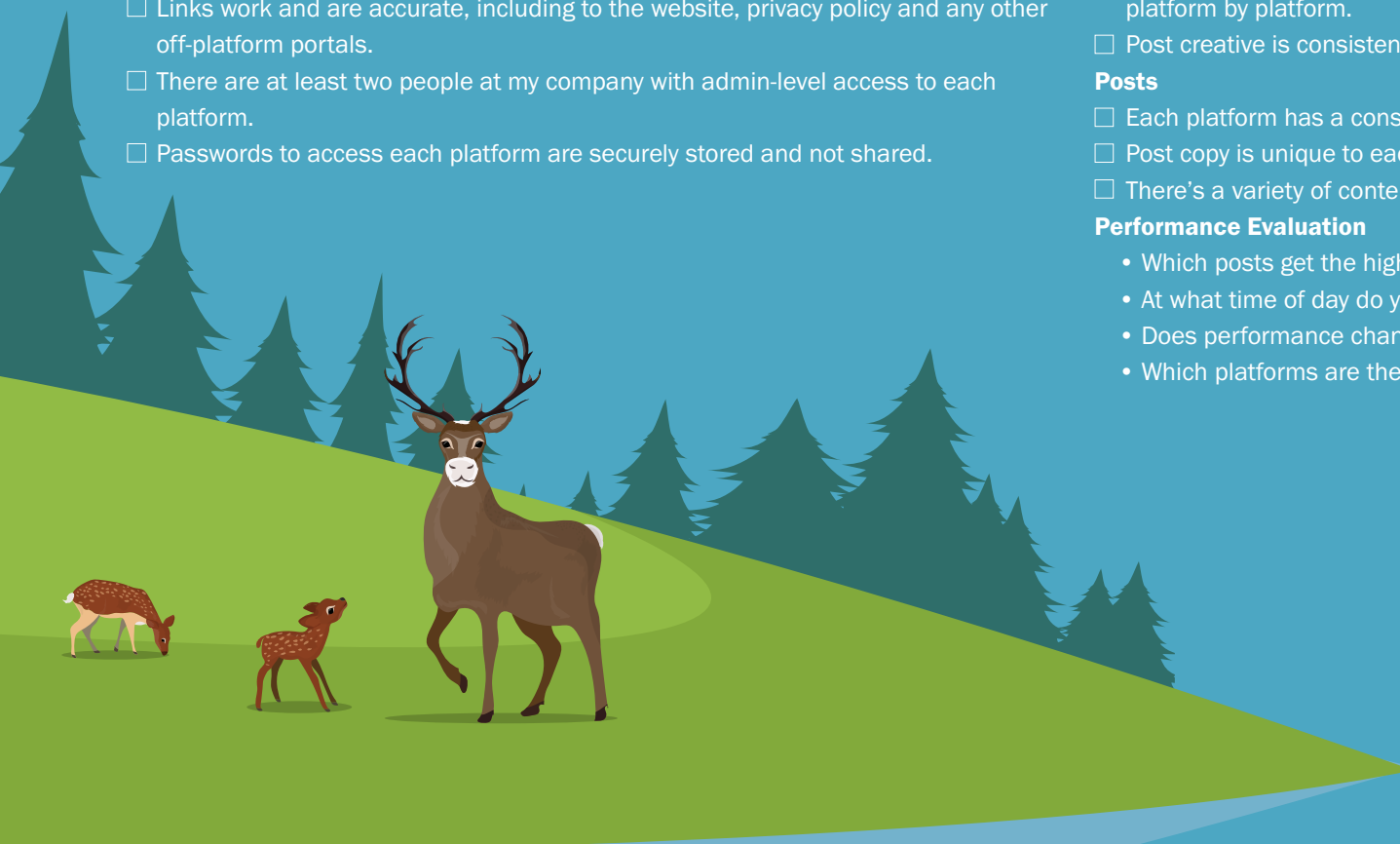
- Language on each platform has a cohesive tone to match the brand voice.
- Profile photos and cover images are high-resolution and tell a similar brand story platform by platform.
- Post creative is consistent and lines up with established branding.

Posts

- Each platform has a consistent posting cadence.
- Post copy is unique to each platform.
- There’s a variety of content, including brand-focused and audience-focused posts.

Performance Evaluation

- Which posts get the highest engagement? Which posts get the lowest?
- At what time of day do your posts reach the most people?
- Does performance change depending on your posting cadence?
- Which platforms are the most valuable for your customers? 🌐



How To Grow Your Social Media Audience in 2023

While having a high follower count isn't *the* most important, it's still safe to say followers count (see what we did there?). Follower growth and decline are more big-picture concepts that allow you to assess how your content is performing. Follow (sorry) along as we give you more insight!

Why people follow (and unfollow) brands on social media

Follow

- To learn about new products and services
- To stay up-to-date with company news
- To find exclusive deals and promotions
- To be entertained
- To be educated
- To connect with their community
- To be inspired
- To communicate with the brand

Unfollow

- Irrelevant content
- Too many promotional posts or ads
- Poor customer service

How to grow your social media audience in 2023

Give people a reason

You know why people should follow you, but they don't! Consumers need a reason or have to gain some sort of value from your content before they follow you. This is why it's so important to create content you're proud of, optimize your channels and engage with your followers.

Include a visual asset with every post

Take advantage of every opportunity to create a graphic or animated image! Content with relevant images racks up 94% more views* than content without images. Plus, Facebook posts with images see 2.3X more engagement* than those without images.



Make video your go-to

We'll continue to hype up video and for good reason! Viewers absorb 95% of messaging* while watching video content, making it one of the best ways to keep your audience engaged.

Work with influencers

Influencers not only bring in relatability to your brand, but also credibility. 80% of consumers* complete a purchase after seeing an influencer recommend that product on social media.

Keep tabs on trends

Know what's popular and apply trends to your brand when relevant. Trends are the perfect way to relate to your audience, add personality and also inform consumers about your brand. One of the key places to scope out trends is on TikTok!

Optimize your profiles

Optimizing your profiles ensures your brand is cohesive across channels. Be sure to use correctly-sized images, including profile pictures and cover photos, as well as keeping all "about" sections and bios up to date.

Engage with your audience

Replying to your followers is a free and easy way of gaining more engagement! Respond to everything you can, including DMs and comments. Social listening is also a great tool to use when finding and starting conversations online!

Choose the right hashtags

Don't choose generic hashtags; make them count. When in doubt, do research to find hashtags specific to your industry and brand. Choose ones specific but not too niche, as well as hashtags that are active and produce a lot of engagement.

Know when to post

Choose the best time to post based on when you get the most engagements. You can do this by posting at different times of the day to test when your audience is most active.

Post what your audience engages with

Check your top-performing posts – what do they have in common? Is it a video or static image? What about a Reel vs a carousel? Whatever your audience engages with most, integrate that more heavily into your strategy.

Maintain a consistent posting cadence

If your audience doesn't know when to look out for your content, how do you expect them to find it? Maintaining a consistent posting cadence allows your content to show up in feeds more regularly and be pushed out to your followers.



Post with purpose

Don't just post to post; add value to your followers' feeds. Whether the end goal is entertainment or education, stick to what you know and create content that means something.

Follow relevant accounts

How do you start a community? By engaging with relevant groups of people! Stay in touch and connect with other brands in your area, especially if they're connecting with your audience. This not only keeps you up to date on local happenings but makes room for collaboration.

Share UGC

Sometimes your followers will do the work for you; no fancy product shoot needed! Encourage customers to tag your brand in posts talking about your products and services so you can gather authentic content to share on your own feed. Just remember to include their handle when you post!

Incorporate paid social media

Paid social gives you that little push your content may need to reach its full potential. Putting money behind your content can extend it to a wider audience and earn you some new business.

Have fun with content

In the end, it's important to have fun. That's what social media is for, right?! If you're not happy or impressed with your content, people can tell, so have fun and try new things! 🌐

*Sources

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Dive into Social Media Content Planning

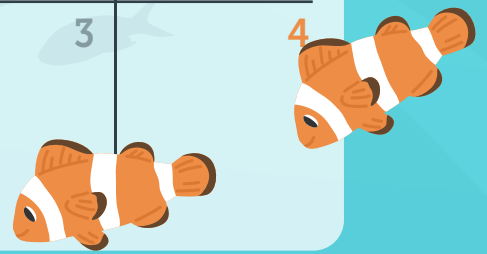
It's a fish, it's a shark, it's... 2023. Planning content can feel like treading rough waters, but our crew is here to throw you a life preserver! Let's dive deep into your strategy with over 650 essential dates to save and content ideas to float your boat.

2023

JANUARY

- Get Organized Month
- National Meat Month
- Self Love Month
- Walk Your Dog Month
- National Hobby Month
- National Mentoring Month

S	M	T	W	T	F	S
<p>1</p> <p>New Year's Day National Bloody Mary Day</p>	<p>2</p> <p>National Buffet Day</p>	<p>3</p> <p>National Drinking Straw Day</p>	<p>4</p> <p>National Trivia Day <i>Post Idea:: Share facts about your brand.</i> World Braille Day</p>	<p>5</p> <p>National Bird Day</p>	<p>6</p> <p>National Technology Day</p>	<p>7</p> <p>National Bobblehead Day</p>
<p>8</p> <p>National Career Coach Day</p>	<p>9</p> <p>National Apricot Day</p>	<p>10</p> <p>National Houseplant Appreciation Day</p>	<p>11</p> <p>International Thank You Day <i>Post Idea:: Thank customers for their business.</i></p>	<p>12</p> <p>National Pharmacist Day</p>	<p>13</p> <p>Korean American Day</p>	<p>14</p> <p>National Dress Up Your Pet Day</p>
<p>15</p> <p>National Bagel Day National Hat Day</p>	<p>16</p> <p>International Hot and Spicy Food Day National Religious Freedom Day</p>	<p>17</p> <p>Customer Service Day</p>	<p>18</p> <p>National Michigan Day</p>	<p>19</p> <p>Get to Know Your Customers Day</p>	<p>20</p> <p>National Coffee Break Day</p>	<p>21</p> <p>National Hugging Day</p>
<p>22</p> <p>National Hot Sauce Day</p>	<p>23</p> <p>Community Managers Appreciation Day <i>Shout out to social media community managers!</i> 📢</p>	<p>24</p> <p>Beer Can Appreciation Day National Compliment Day</p>	<p>25</p> <p>National Opposite Day</p>	<p>26</p> <p>National Spouses Day</p>	<p>27</p> <p>National Chocolate Cake Day</p>	<p>28</p> <p>Data Privacy Day National Fun at Work Day <i>Post Idea:: Share a behind-the-scenes view of your work environment and culture.</i></p>
<p>29</p> <p>National Puzzle Day</p>	<p>30</p> <p>National Escape Day</p>	<p>31</p> <p>National Plan for Vacation Day</p>	<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>



2023

FEBRUARY

- Black History Month
- American Heart Month
- Bike to Work Month
- Ethnic Equality Month
- Human Relations Month
- LGBTQ+ History Month
- National Bird Feeding Month
- National Library Lovers Month
- Vegan Cuisine Month
- Youth Leadership Month

S M T W T F S

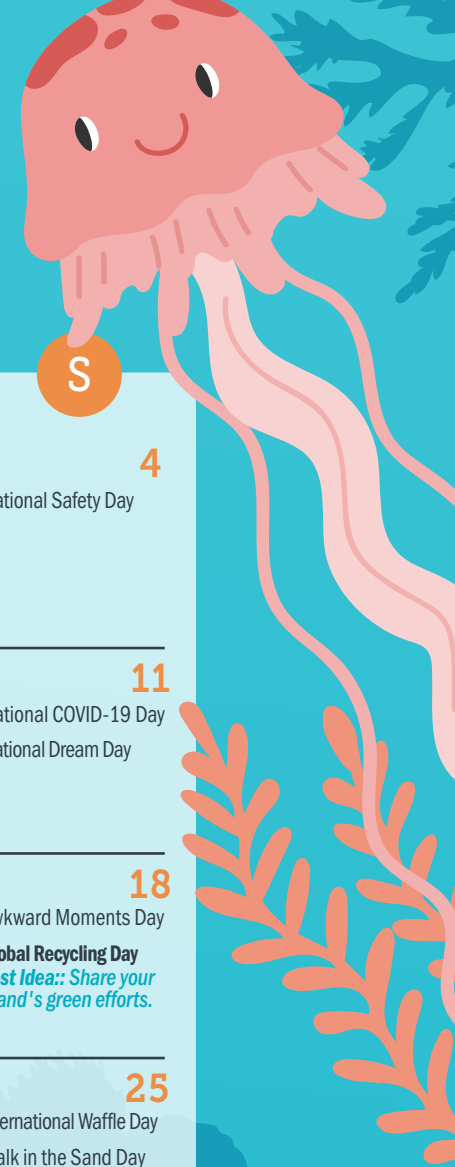
29	30	31	1 National Get Up Day National Freedom Day	2 Groundhog Day	3 Women Physicians Day Optimist Day National Women's Heart Day	4 World Cancer Day Homemade Soup Day Thank a Mail Carrier Day Facebook's Birthday Farmer's Day
5 National Play Outside Day Tourism Day	6 National Valentine Shopping Reminder Day	7 African American Coaches Day Send a Card to a Friend Day	8 Safer Internet Day	9 National Pizza Day	10 National Home Warranty Day	11 National Make a Friend Day National Inventors' Day Armed Forces Day National Latte Day
12 World Marriage Day	13 Black Love Day Galentine's Day Self Love Day	14 Valentine's Day National Organ Donor Day Read to Your Child Day International Book Giving Day	15 Singles Awareness Day	16 National Almond Day National Paczki Day Innovation Day <i>Post Idea: Share how your brand has changed the industry.</i>	17 National Public Science Day Random Acts of Kindness Day	18 National Drink Wine Day
19 Veteran Women Day	20 National Comfy Day National Leadership Day <i>Post Idea: Spotlight your leadership team.</i>	21 National Pancake Day President's Day	22 Margarita Day National Walk the Dog Day	23 National Play Tennis Day World Understanding and Peace Day	24 World Bartender Day National Tortilla Chip Day	25 National Grain-Free Day
26 Black Lives Matter Day Letter to an Elder Day	27 Big Breakfast Day	28 National Science Day Tooth Fairy Day	1	2	3	4

2023

MARCH

- Women's History Month
- Gender Equality Month
- National Optimism Month
- National Reading Month
- Deaf History Month
- National Crafting Month

S	M	T	W	T	F	S
26	27	28	1 Share a Smile Day World Music Therapy Day	2 Teen Mental Wellness Day National Red Cross America Day	3 National Moscow Mule Day Employee Appreciation Day <i>Post Idea: Share how your brand supports employees and thank them for their work.</i> World Wildlife Day	4 National Safety Day
5 National Poutine Day	6 National Dress Day	7 National Be Heard Day Plant Power Day	8 Holi International Women's Day National Proofreading Day	9 Popcorn Lover's Day National Meatball Day	10 Pack Your Lunch Day International Wig Day Harriet Tubman Day	11 National COVID-19 Day National Dream Day
12 National Plant a Flower Day National Working Moms Day Daylight Savings Starts	13 National Napping Day Brain Awareness Day	14 National Organize Your Home Office Day National Children's Craft Day National Pi Day	15 World Essential Workers Day	16 Companies That Care Day	17 St. Patrick's Day World Sleep Day	18 Awkward Moments Day Global Recycling Day <i>Post Idea: Share your brand's green efforts.</i>
19 National Let's Laugh Day International Client's Day	20 International Day of Happiness	21 Astrology Day International Day of Forests Twitter Day <i>Post Idea: Thank your Twitter audience for following you.</i>	22 World Water Day Ramadan Begins	23 Black Marriage Day Chips and Dip Day	24 National Cocktail Day	25 International Waffle Day Walk in the Sand Day
26 Good Hair Day Epilepsy Awareness Day	27 International Whiskey Day World Theatre Day	28 World Piano Day	29 National Mom and Pop Business Owners Day National Vietnam Veterans Day	30 National Take a Walk in the Park Day National Virtual Vacation Day	31 National Farm Workers Day Transgender Day of Visibility	1



2023

APRIL

- International Customer Loyalty Month
- National Food Month
- National Garden Month
- Multicultural Communication Month
- National Physical Wellness Month
- National Celebrate Diversity Month

S M T W T F S

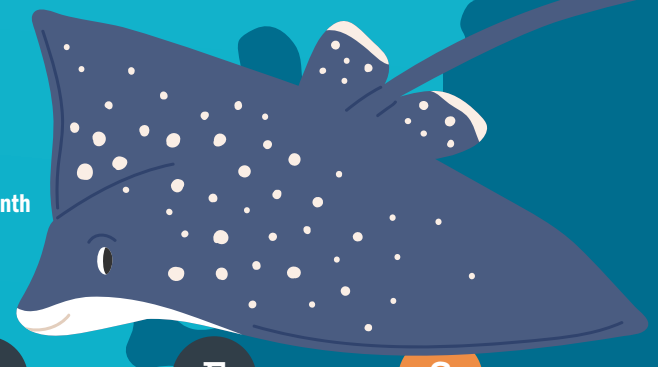
26	27	28	29	30	31	1 April Fool's Day International Fun at Work Day <i>Post Idea:: Share some fun highlights from your team.</i>
2 International Children's Book Day Nature Day World Autism Awareness Day	3 National Find a Rainbow Day National Party Day	4 International Carrot Day	5 National Walking Day National Self Care Day <i>Don't forget to take a break today, social media managers! 😊</i> National Deep Dish Pizza Day	6 National Pajama Day	7 National Beer Day World Health Day	8 National Zoo Lovers Day
9 Easter	10 Encourage a Young Writer Day National Farm Animals Day National Siblings Day	11 National Marketing Operations Appreciation Day <i>Shout out to marketing teams out there! 📣</i> National Pet Day	12 National Grilled Cheese Sandwich Day	13 National Make Lunch Count Day	14 National Gardening Day National Pecan Day	15 World Art Day Tax Day National Banana Day
16 National Wear Your Pajamas to Work Day National Healthcare Decisions Day National Library Day	17 National Haiku Poetry Day	18 Adult Autism Awareness Day National Exercise Day National Linesman Appreciation Day	19 National Hanging Out Day National Cat Lady Day National Dog Parent Appreciation Day	20 National Look-Alike Day Volunteer Recognition Day	21 World Creativity and Innovation Day National Chickpea Day	22 Earth Day
National Email Day 23 <i>Post Idea:: Encourage audience to sign up for your email newsletter.</i> National Picnic Day National Tie Dye Day 30 National Honesty Day National Adopt a Pet Day	24 International Sculpture Day	25 National Telephone Day World Penguin Day National DNA Day	26 National Pretzel Day World Denim Day National Administrative Professionals' Day	27 National Tell a Story Day World Prime Rib Day	28 National Superheroes Day National Blueberry Pie Day National Great Poetry Reading Day	29 International Dance Day World Wish Day National Go Birding Day



2023

MAY

- Skin Cancer Awareness Month
- Jewish American Heritage Month
- Asian American and Pacific Islander Month
- Better Sleep Month
- Mental Health Awareness Month
- Small Business Month
- National Smile Month



S M T W T F S

30	1	2	3	4	5	6
	International Workers' Day Couple Appreciation Day Great Lakes Awareness Day	National Play Your Ukulele Day	National Garden Meditation Day National Skilled Trade Day National Teacher Day	Star Wars Day National Orange Juice Day International Firefighters Day	Cinco de Mayo National Space Day National Concert Day	National Nurses Day World Fair Trade Day
7	8	9	10	11	12	13
National Packaging Design Day National Tourism Day	World Red Cross Day National Student Tourism Day	National Sleepover Day National Moscato Day	National Clean Up Your Room Day National Golf Day	National Eat What You Want Day National Technology Day <i>Post Idea: Spotlight tech your brand uses.</i>	Public Gardens Day	National Fruit Cocktail Day International Hummus Day National Miniature Golf Day
14	15	16	17	18	19	20
Bond With Your Dog Day Mother's Day	International Family Day Bring Flowers to Someone Day	National Mimosa Day National Love a Tree Day National Piercing Day	Honor Our LGBTQ+ Elders Day Pinot Grigio Day	National Visit Your Relatives Day National Do Dirty Dishes Day National Notebook Day	National Bike to Work Day Plant Something Day	World Bee Day National Rescue Dog Day
21	22	23	24	25	26	27
Eat More Fruit and Veggies Day World Baking Day Stepmother's Day World Meditation Day	National Buy a Musical Instrument Day National Boss Babes Day	National Lucky Penny Day	National Scavenger Hunt Day National Caterers Appreciation Day	National Wine Day National Senior Health & Fitness Day	National Road Trip Day World Red Head Day	National Sunscreen Day National Wig Out Day
28	29	30	31	1	2	3
International Burger Day	Memorial Day World Digestive Health Day	National Creativity Day <i>Post Idea: Share your brand's most creative offering.</i> National Water a Flower Day	National Smiling Day National Flight Attendant Day			

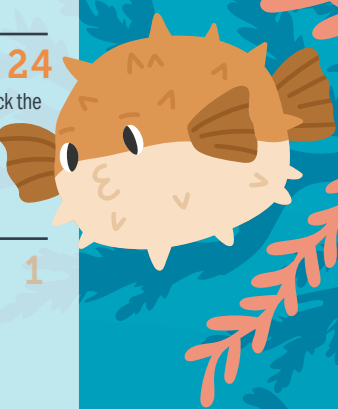
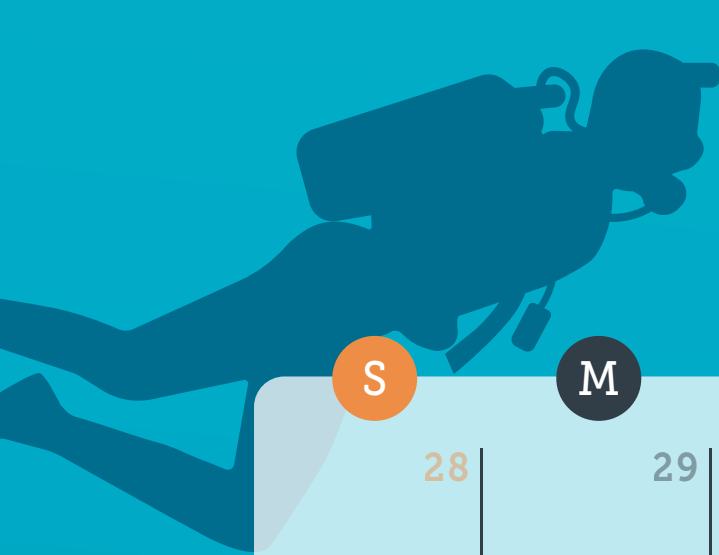
2023

JUNE

- Men's Health Month
- National Adopt a Cat Month
- National Camping Month
- National Home Ownership Month
- Black Lives Matter Month
- National Oceans Month
- Pride Month

S M T W T F S

28	29	30	31	1 National Pen Pal Day National Go Barefoot Day	2 National Leave the Office Early Day <i>Time to take a break, marketers</i> 🕒	3 World Bicycle Day National Trails Day
4 National Hug Your Cat Day National Cheese Day	5 World Environment Day National Veggie Burger Day	6 D-Day National Eyewear Day	7 World Caring Day National Chocolate Ice Cream Day	8 World Oceans Day National Best Friends Day <i>Post Idea: Spotlight two popular offerings and encourage customers to buy both.</i>	9 National Marriage Day	10 International Herbs and Spices Day World Gin Day
11 National Making Life Beautiful Day National Corn on the Cob Day	12 National Superman Day	13 Random Acts of Light Day National Weed Your Garden Day	14 National Bourbon Day International Bath Day	15 Nature Photography Day	16 Fresh Veggies Day	17 National Dog Dad Day
18 National Go Fishing Day Autistic Pride Day International Pancake Day Father's Day	19 Juneteenth National Martini Day	20 World Productivity Day National Vanilla Milkshake Day	21 International Yoga Day National Selfie Day First Day of Summer	22 National Kissing Day Positive Media Day	23 National Detroit-Style Pizza Day National Hydration Day	24 National Take Back the Lunch Break Day Farmer Day
25 America's Kids Day	26 National Coconut Day	27 National Sunglasses Day	28 National Insurance Awareness Day	29 National Camera Day	30 Social Media Day <i>Post Idea: Offer a social media-exclusive deal to your followers.</i>	1



2023

JULY

- National Grilling Month
- Independent Retailer Month
- National Culinary Arts Month
- National Picnic Month
- Social Wellness Month

S	M	T	W	T	F	S	
25	26	27	28	29	30	1 International Joke Day National Postal Worker's Day	
2 National Disco Day	3 International Plastic Bag Free Day National Compliment Your Mirror Day	4 Independence Day	5 National Workaholics Day	6 National Fried Chicken Day	7 World Chocolate Day National Dive Bar Day	8 National Love Your Skin Day National Ice Cream Sundae Day	
9 National Sugar Cookie Day Barn Day	10 National Pina Colada Day National Kitten Day Pick Blueberries Day	11 National Mojito Day Cow Appreciation Day	12 National Simplicity Day	13 National French Fry Day	14 National Mac & Cheese Day	15 National Give Something Away Day <i>Post Idea:: Host a social media-exclusive giveaway.</i> World Youth Skills Day	
16 Artificial Intelligence Appreciation Day	17 National Tattoo Day National Lottery Day	18 World Listening Day	19 World Daiquiri Day National Football Day National Hot Dog Day	20 Space Exploration Day/ National Moon Day National Fortune Cookie Day	21 National Junk Food Day	22 National Hammock Day World Brain Day	
National Parent's Day National Sprout Day	23 International Self-Care Day National Tequila Day National Drive-Thru Day	24 National Wine and Cheese Day	25 Culinarians Day	26 National Aunt and Uncle Day National Dog Photography Day National Disability Independence Day	27 National Chili Dog Day National Intern Day <i>Post Idea:: Shout out your brand's interns.</i>	28 National Soccer Day National Waterpark Day	29 National Lipstick Day National Rain Day
National Cheesecake Day National Support Public Education Day	30 National Avocado Day	31					

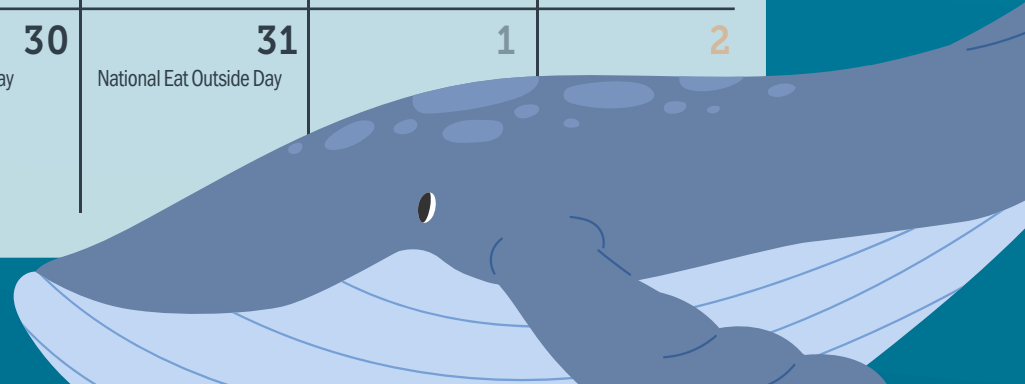
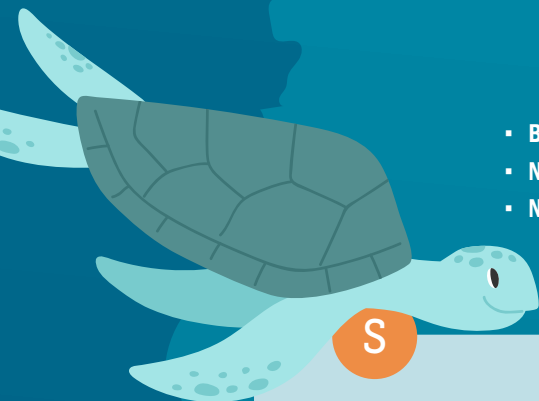
2023

AUGUST

- Black Business Month
- National Back to School Month
- National Golf Month
- American Adventures Month
- Family Fun Month
- National Peach Month

S M T W T F S

30	31	1 Homemade Pie Day	2 National Coloring Book Day National Ice Cream Sandwich Day	3 National Watermelon Day	4 Single Working Women's Day International Beer Day	5 National Underwear Day National Blogger Day <i>Post Idea: Share a popular blog from your site.</i> National Twins Day
6 National Friendship Day National Tree Day	7 National Lighthouse Day	8 International Cat Day World Sleep Under the Stars Night	9 International Coworker Day National Book Lover Day	10 National Lazy Day Update Your Bio Day Vlogging Day <i>Post Idea: Create a "day-in-the-life" video of an employee.</i>	11 Shop Online for Groceries Day National Face Mask Day	12 National Middle Child Day Garage Sale Day National Vinyl Record Day
13 National Prosecco Day National Filet Mignon Day International Lefthanders Day	14 World Calligraphy Day	15 National Relaxation Day	16 National Tell a Joke Day National Roller Coaster Day National Authenticity Day <i>Post Idea: Share what makes your brand authentic.</i>	17 National Thrift Shop Day National Nonprofit Day	18 National Fajita Day World Breast Cancer Research Day	19 World Humanitarian Day World Photography Day National Aviation Day
20 National Radio Day	21 Internet Self-Care Day National Senior Citizen's Day	22	23 National Cuban Sandwich Day	24 National Waffle Day	25 National Park Service Founders Day	26 National Dog Day Women's Equality Day
27 National Just Because Day International Lottery Day	28 National Thoughtful Day National Red Wine Day	29 National Sports Day	30 National Beach Day	31 National Eat Outside Day	1	2



2023

SEPTEMBER

- Baby Safety Month
- Childhood Cancer Awareness Month
- National Organic Month
- National Suicide Prevention Month
- National Yoga Awareness Month
- Self-Improvement Month
- Manufacturing Month

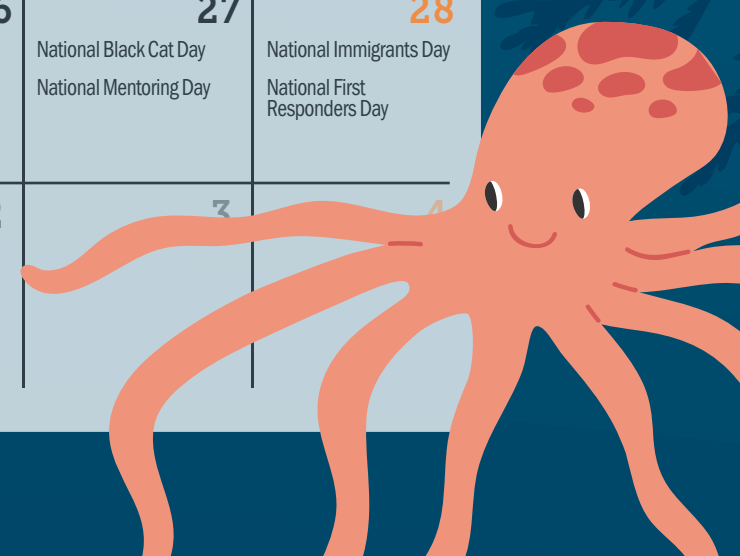
S	M	T	W	T	F	S
27	28	29	30	31	1 World Letter Writing Day	2 Pierce Your Ears Day International Bacon Day
3 National Tailgating Day	4 Eat an Extra Dessert Day National Wildlife Day Labor Day	5 National Cheese Pizza Day International Day of Charity	6 National Read a Book Day	7 National Beer Lovers Day National Feel the Love Day	8 National 401(k) Day World Physical Therapy Day	9 National Teddy Bear Day
10 National Suicide Prevention Day National Swap Ideas Day <i>Post Idea: Ask for feedback or ideas from your followers.</i>	11 National Make Your Bed Day	12 National Day of Encouragement	13 National Peanut Day Positive Thinking Day	14 National Live Creative Day National Coloring Day	15 World Engineer's Day National Online Learning Day	16 Working Parents Day National Guacamole Day
17 National Professional House Cleaners Day International Country Music Day	18 International Equal Pay Day Air Force Day Wife Appreciation Day	19 National IT Professionals Day <i>Post Idea: Thank your IT team.</i>	20 National Pepperoni Pizza Day National Care For Kids Day	21 World Gratitude Day International Day of Peace	22 American Business Women's Day National Singles Day (America) World Car-Free Day	23 First Day of Autumn Celebrate Bisexuality Day International Day of Sign Languages
24 National Punctuation Day World Rivers Day	25 National Cooking Day National Food Service Employee Day	26 National Voter Registration Day National Pancake Day	27 World Tourism Day Ancestor Appreciation Day	28 National Drink Beer Day National Good Neighbor Day	29 National Coffee Day World Heart Day	30 International Podcast Day

2023

OCTOBER

- Breast Cancer Awareness Month
- Emotional Wellness Month
- National Cyber Security Awareness Month
- Adopt a Shelter Dog Month
- Halloween Safety Month
- LGBTQ+ History Month
- National Apple Month

S	M	T	W	T	F	S
<p>1</p> <p>National Pumpkin Spice Day</p> <p>International Vegetarian Day</p> <p>International Music Day</p>	<p>2</p> <p>World Farm Animals Day</p> <p>National Custodial Workers Recognition Day</p>	<p>3</p> <p>National Boyfriend Day</p> <p>World Smoothie Day</p>	<p>4</p> <p>National Golf Lover's Day</p> <p>National Taco Day</p>	<p>5</p> <p>World Teachers' Day</p> <p>National Do Something Nice Day</p>	<p>6</p> <p>National Coaches Day</p> <p>National Plus Size Appreciation Day</p> <p>National Manufacturing Day</p>	<p>7</p> <p>National Inner Beauty Day</p> <p>World Smile Day</p>
<p>8</p> <p>National Salmon Day</p> <p>National Hero Day</p>	<p>9</p> <p>International Beer and Pizza Day</p> <p>Indigenous Peoples' Day</p>	<p>10</p> <p>World Mental Health Day</p> <p><i>Take a deep breath 🧘</i></p> <p>World Inclusion Day</p>	<p>11</p> <p>National Salmon Day</p> <p>National Coming Out Day</p>	<p>12</p> <p>National Savings Day</p> <p><i>Post Idea:: Share a current deal or sale.</i></p> <p>National Stop Bullying Day</p>	<p>13</p> <p>National Train Your Brain Day</p>	<p>14</p> <p>National Dessert Day</p>
<p>15</p> <p>National Aesthetician Day</p>	<p>16</p> <p>National Boss's Day</p>	<p>17</p> <p>National Pasta Day</p> <p>Black Poetry Day</p>	<p>18</p> <p>National Necktie Day</p>	<p>19</p> <p>National LGBTQ+ Center Awareness Day</p>	<p>20</p> <p>National Chicken and Waffles Day</p> <p>International Chefs Day</p>	<p>21</p> <p>International Nachos Day</p> <p>National Apple Day</p>
<p>22</p> <p>National Color Day</p> <p><i>Post Idea:: Share the story of your brand's colors.</i></p> <p>National Nut Day</p>	<p>23</p> <p>National Croc Day (shoes)</p>	<p>24</p> <p>National Food Day</p>	<p>25</p> <p>National Mother-in-Law Day</p> <p>International Artist's Day</p>	<p>26</p> <p>National Pumpkin Day</p>	<p>27</p> <p>National Black Cat Day</p> <p>National Mentoring Day</p>	<p>28</p> <p>National Immigrants Day</p> <p>National First Responders Day</p>
<p>29</p> <p>International Internet Day</p> <p>National Cat Day</p>	<p>30</p> <p>National Publicist Day</p> <p>National Treat Your Pet Day</p>	<p>31</p> <p>Halloween</p>	<p>1</p>	<p>2</p>	<p>3</p>	<p>4</p>



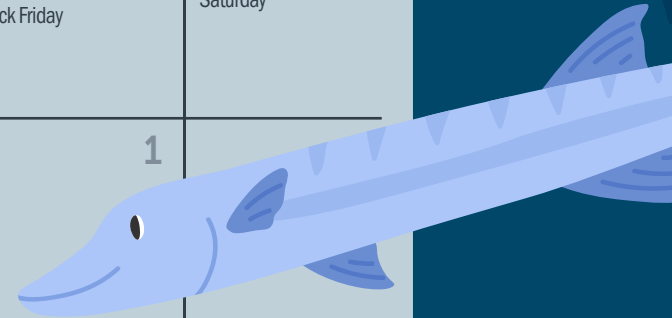
2023

NOVEMBER

- National Adoption Month
- National Diabetes Month
- Vegan Month
- National Gratitude Month
- National Adopt a Senior Pet Month
- No-Shave November
- Library and Information Services Month
- National Native American Heritage Month

S M T W T  F S

29	30	31	1 National Author's Day National Cinnamon Day	2 National Ohio Day Traffic Directors Day	3 National Stress Awareness Day National Sandwich Day	4 National Candy Day
5 National Donut Day	6 National Team Managers Day	7 Election Day National Cancer Awareness Day	8 National S.T.E.M./ S.T.E.A.M. Day	9 Go to an Art Museum Day	10 Marine Corps Birthday International Accounting Day	11 Veterans Day National Education Day <i>Post Idea: Share information about your industry.</i>
12 National Happy Hour Day	13 World Kindness Day	14 National Seat Belt Day National Pickle Day	15 National Philanthropy Day <i>Post Idea: Highlight your brand's philanthropy.</i> National Recycling Day	16 National Fast Food Day	17 National Take a Hike Day	18 Apple Cider Day
19 Women's Entrepreneurship Day	20 National Child's Day	21 World Television Day	22 Love Your Freckles Day	23 Thanksgiving Day <i>Post Idea: Thank your customers for their business.</i> National Espresso Day	24 Shopping Reminder Day Black Friday	25 Small Business Saturday
26 National Craft Jerky Day	27 Cyber Monday	28 National Day of Giving	29	30 National Personal Space Day Stay Home Because You're Well Day	1	



2023

DECEMBER

- National Cat Lover's Month
- Month of Giving
- National Volunteers Month
- Safe Toys and Gifts Month

S	M	T	W	T	F	S
26	27	28	29	30	1 National Pie Day Rosa Parks Day National Christmas Lights Day	2 National Bartender Day World Pollution Prevention Day
3 International Day of Persons with Disabilities Make a Gift Day	4 National Sock Day World Wildlife Conservation Day	5 National Blue Jeans Day International Volunteer Day <i>Post Idea: Showcase your brand's volunteer efforts.</i>	6 Saint Nicholas Day National Miner's Day	7 Hanukkah Begins National Pearl Harbor Remembrance Day National Cotton Candy Day	8 National Brownie Day National Blue Collar Day	9 Christmas Card Day National Pastry Day
10 National Salesperson Day <i>Post Idea: Spotlight your sales staff.</i> Human Rights Day	11 National App Day National Mountain Day Green Monday	12	13 National Violin Day	14 Roast Chestnuts Day Free Shipping Day	15 Hanukkah Ends National Cupcake Day Bill of Rights Day National Ugly Sweater Day	16 National Chocolate Covered Anything Day
17 Wright Brothers Day	18 International Migrants Day	19 National Holly Day	20 Go Caroling Day Sacagawea Day	21 Don't Make Your Bed Day First Day of Winter National Re-Gifting Day	22 National Cookie Exchange Day	23 Super Saturday National Forest Day
Christmas Eve National Eggnog Day	24	25 Christmas Day	26 National Thank You Note Day <i>Post Idea: Thank customers for their business.</i> Kwanzaa Starts National Candy Cane Day	27 Visit the Zoo Day National Fruitcake Day	28 National Call a Friend Day	29 No Interruptions Day
New Year's Eve	30	31				30 National Baking Soda Day



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