



dma
SOLUTIONS

2018

Social Media Calendar

January – December Edition

Important Dates & Tips to Guide Your Social Activity

January 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 New Year's Day World Day of Peace National Bloody Mary Day	2 National Motivation & Inspiration Day	3 National Chocolate Covered Cherry Day	4 National Trivia Day	5	6 National Bean Day National Apple Tree Day
7	8 College Football Playoff National Championship	9 National Apricot Day	10	11	12	13 National Peach Melba Day
14	15 National Strawberry Ice Cream Day Martin Luther King, Jr. Day	16 National Fig Newton Day	17	18	19 National Popcorn Day Dolly Parton's Birthday	20 National Cheese Lovers Day
21 National Granola Bar Day	22 Celebration of Life Day National Southern Food Day	23 National Pie Day	24 National Peanut Butter Day	25 National Irish Coffee Day	26 National Green Juice Day	27
28 Chinese New Year National Blueberry Pancake Day National Seed Swap Day	29	30 National Croissant Day	31 National Popcorn Day National Hot Chocolate Day	<div data-bbox="919 1149 1472 1367" data-label="Complex-Block"> <p>Custom recipe and photography solutions at your fingertips</p> <p>Find out more</p>  </div>		

Month/Week Holidays

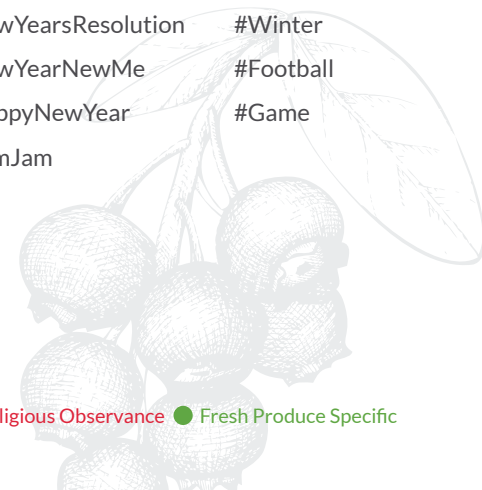
National Hot Tea Month
National Oatmeal Month
National Slow Cooking Month
National Soup Month
National Baking Month
National Fat Free Living Month
International Creativity Month
Get a Balanced Life Month

Social Media Pro Tips

- Goals that align more with increased engagement are relationship building and dialogue related. Goals that align more with [increased impressions](#) include elevated brand visibility or increased brand awareness.
- Has your brand used the power of live video on their social? [Live video](#) is an effective social tool that: is cost effective, garners greater engagement, and creates a more personal message.
- What is the key to a [great Instagram photo](#)? A photo that has a clear focal point!

Top Hashtags

#NewYearsDay #Family
#NewYearsParty #NewMe
#NewYearsResolution #Winter
#NewYearNewMe #Football
#HappyNewYear #Game
#FamJam



February 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 National Freedom Day National Baked Alaska Day	2 Groundhog Day National Crepe Day	3 National Carrot Cake Day
4 National Medjool Date Day National Homemade Soup Day Super Bowl	5 World Nutella Day	6 National Frozen Yogurt Day	7	8 National Potato Lover's Day	9 National Pizza Day	10
11	12 Abraham Lincoln's Birthday	13 Mardi Gras	14 Valentine's Day	15	16 National Almond Day	17 Random Acts of Kindness Day National Cabbage Day
18 National Drink Wine Day	19 Presidents' Day	20 National Cherry Pie Day	21	22 National Margarita Day National Cook a Sweet Potato Day	23 National Banana Bread Day	24
25 National Clam Chowder Day	26 World Pistachio Day	27 National Strawberry Day	28 Floral Design Day National Chocolate Soufflé Day			

Month/Week Holidays

National Cherry Month
National Grapefruit Month
National Hot Breakfast Month
National Macadamia Nut Month
National Snack Food Month
National Sweet Potato Month
American Heart Month

Social Media Pro Tips

- 1.** [Marketers should consider](#) that just because a social platform exists doesn't always mean your brand needs to be on it. If you're trying to reach specific buyers or customers, you want to focus on the platforms that your target audience frequents during the work day.
- 2.** Key to getting more clicks from your social to your website? [Leave your audience hanging](#). Let them know that if they want to gather all of the information, they will have to follow the link to your website.
- 3.** Social media can be time consuming, but if you stay up to date with the [latest tools](#) it will be easier than ever to create, schedule, and monitor your streams without missing a beat.

Top Hashtags

#ValentinesDay #HeartShaped
#BeMine #LoveYou
#InstaLove #HeartGram
#ValentinesDinner #Love
#ValentinesDay2018 #Football
#HeartIt #FootballGame

March 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 National Fruit Compote Day	2 National Banana Cream Pie Day	3
4 National Pound Cake Day	5	6 National Frozen Food Day National White Chocolate Cheesecake Day National Oreo Cookie Day	7 National Cereal Day	8 International Women's Day	9 World Kidney Day	10 National Blueberry Popover Day National Pack Your Lunch Day
11 Daylight Savings Time Begins	12	13 March Madness Begins	14 Pi Day	15	16 National Artichoke Hearts Day	17 Saint Patrick's Day
18	19	20 First Day of Spring	21 National California Strawberry Day National Agriculture Day	22 World Water Day	23 National Chia Day	24 Chocolate Covered Raisins Day
25 Palm Sunday	26 National Spinach Day National Waffle Day	27 Spanish Paella Day	28	29	30 National Doctor's Day Good Friday	31 Oranges and Lemons Day First Day of Passover

Month/Week Holidays

National Caffeine Awareness Month
 National Celery Month
 National Flour Month
 National Frozen Food Month
 National Nutrition Month
 National Peanut Month
 National Sauce Month

Social Media Pro Tips

- 1.** [To make sure your Facebook live is a success](#): practice beforehand, promote ahead of time, encourage customers to engage, and don't burn out your audience by going live too often.
- 2.** [If a tragedy has taken place](#) be prepared on your social media. First "read the room" and decide if it is an appropriate place to be sharing your voice, and then be ready to hold a social pause if necessary.
- 3.** [Pinterest](#) is a growing platform that you should be prepared to use if you aren't already. This means having quality visual assets, an optimized website, and creating a budget for advertisements and rich pins.

Top Hashtags

#Spring
 #StPatricksDay
 #StPaddysDay
 #SpringBreak
 #SB2018
 #MarchMadness
 #FinalFour
 #SweetSixteen



April 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 April Fool's Day Easter March Madness Championship	2 National Love Your Produce Manager Day	3	4	5	6 Fresh Tomato Day	7 World Health Day National Beer Day National Coffee Cake Day Last Day of Passover
8	9	10 National Siblings Day	11 National Pet Day	12	13 National Peach Cobbler Day	14 National Pecan Day
15	16 Day of the Mushroom	17	18	19 National Garlic Day	20	21
22 Earth Day	23 National Cherry Cheesecake Day National Picnic Day	24	25 National Zucchini Bread Day	26	27 Arbor Day	28 National Blueberry Pie Day
29	30 National Raisin Day					

Month/Week Holidays

National Garden Month
 National Pecan Month
 Defeat Diabetes Month
 National Soy Foods Month
 Keep America Beautiful Month

Social Media Pro Tips

1. Don't miss the opportunity to tease your audience with a joke (or even a little #fakenews) for April Fools' Day, because who doesn't love a brand that can have a little fun?
2. Are you using all the tools social platforms have to offer? [Instagram and Facebook](#) stories are a great way to educate, promote, and create behind the scenes opportunities for your fans!
3. Great visual assets drive engagement and [shape brand perception](#) on social media, but photos appear and perform very differently from platform to platform. Make sure you know the proper specs so your content performs at its best.

Top Hashtags

#Passover
 #AprilFools
 #EarthDay
 #NationalSiblingsDay
 #HappyEaster
 #NationalPetDay
 #Spring
 #Bunny

May 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3 National Raspberry Popover Day	4 National Orange Juice Day Star Wars Day	5 Cinco De Mayo
6	7 National Lemonade Day	8 National Coconut Cream Pie Day	9 National Moscato Day	10	11	12
13 National Apple Pie Day National Fruit Cocktail Day Mother's Day	14	15 First Day of Ramadan	16 National Love a Tree Day	17 National Cherry Cobbler Day National Walnut Day	18	19 Armed Forces Day
20 National Pick Strawberries Day Pentecost	21 National World Baking Day Strawberries and Cream Day	22	23	24 National Asparagus Day National Scavenger Hunt Day	25 National Wine Day National Eat More Fruits and Vegetables Day	26 National Blueberry Cheesecake Day National Cherry Dessert Day
27 National Grape Popsicle Day	28 Memorial Day	29	30 National Mint Julep Day	31 National Macaroon Day		

Month/Week Holidays

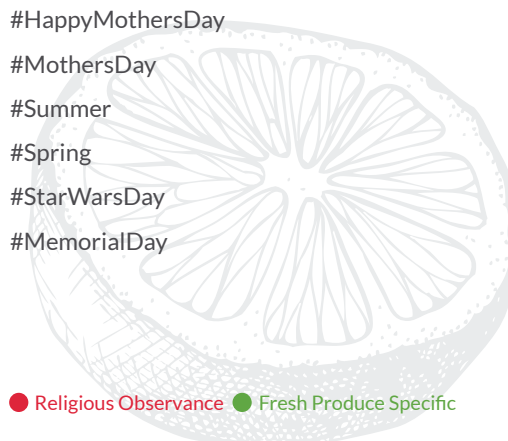
National Barbecue Month
 National Hamburger Month
 National Salad Month
 National Salsa Month
 National Strawberry Month
 National Mediterranean Diet Month

Social Media Pro Tips

1. [Branded social media graphics](#) provide a powerful opportunity to humanize your brand and create an emotional connection with your audience. Once you've implemented graphics into your content, people will begin to recognize your brand and its personality. Your content will become more recognizable, anticipated, and you'll stick out as a familiar face in your audience's social feeds.
2. Is your brand hosting or going to an event? With Instagram Albums you can grab up to 10 of your favorite moments and truly [make your audience feel like they were there themselves](#).

Top Hashtags

#2018Grad
 #CincodeMay
 #Graduation
 #HappyMothersDay
 #MothersDay
 #Summer
 #Spring
 #StarWarsDay
 #MemorialDay



June 2018

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Content Marketing 101
Becoming a helpful and engaging brand
Download free eBook

1 National Olive Day	2 National Donut Day					
3	4 National Cheese Day	5 World Environment Day	6	7 National Running Day	8 National Best Friends Day	9 National Strawberry-Rhubarb Pie Day
10 National Herbs and Spices Day National Iced Tea Day	11 National Corn on the Cob Day	12	13	14 Flag Day National Strawberry Shortcake Day Last Day of Ramadan	15	16 Fresh Veggies Day
17 Eat Your Vegetables Day Father's Day	18 International Picnic Day	19 National Martini Day	20 National Cherry Tart Day	21 International Yoga Day National Peaches and Cream Day First Day of Summer	22	23
24 National Eat at a Food Truck Day	25 National Strawberry Parfait Day	26	27 National Pineapple Day	28	29	30 National Social Media Day

Month/Week Holidays

National Soul Food Month
 National Dairy Month
 National Fresh Fruit and Vegetables Month
 National Iced Tea Month
 National Papaya Month

Social Media Pro Tips

1. Hosting a sweepstakes? [Make sure you use Facebook Lead Ads](#). Lead advertising allows you to easily collect information from your Facebook community in order to convert them into new contacts in your database.
2. Did you know [Generation X](#) spends more time per week on social media than Millennials? Know your target audience and don't put all of your eggs in the millennial basket.
3. [Use A/B ad testing](#) to find the best messaging, images, targeting and budget that performs with your audience. Once you have the right plan in place setting up your ads will be much more efficient, and your ads will be much more effective.

Top Hashtags

#Summer
 #SummerLovin
 #SummerVibes
 #Beach
 #Sun
 #Vacation
 #SummerBreak
 #FathersDay

July 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Canada Day National Gingersnap Day	2	3 National Chocolate Wafer Day	4 Independence Day	5 Apple Turnover Day	6 Fried Chicken Day	7 Strawberry Sundae Day National Macaroni Day
8 National Chocolate with Almonds Day	9 National Sugar Cookie Day	10 Piña Colada Day Pick Blueberries Day	11 Blueberry Muffin Day National Mojito Day	12 National Pecan Pie Day	13 National French Fry Day	14 National Grand Marnier Day
15 Tapioca Pudding Day National Ice Cream Day National Gummy Worm Day	16 National Corn Fritter Day	17 Peach Ice Cream Day	18 National Hot Dog Day National Caviar Day	19 Daquiri Day	20 National Lollipop Day Fortune Cookie Day	21 National Crème Brulee Day National Junk Food Day
22 Mango Day	23	24 National Tequila Day	25 National Hot Fudge Sundae Day National Wine and Cheese Day	26 National Bagelfest	27 Chili Dog Day	28 National Milk Chocolate Day
29 National Lasagna Day	30 National Cheesecake Day	31 Raspberry Cake Day				

Month/Week Holidays

National Baked Bean Month
National Picnic Month
Horseradish Month
National Ice Cream Month
National Culinary Arts Month
National Pickle Month
Watermelon Month

Social Media Pro Tips

1. Social media can seem overwhelming, so [we created a Social Media 101 ebook](#) that maps out: the basic rules of social media, content planning strategies, why you need to track analytics, and how to create successful advertising.
2. It's important to consider all of the [types of visual content](#) you need for social media in order to keep your brand presence attractive and engaging.
3. [Writing effective copy](#) that intrigues is essential to successful social media. One of the best ways to do this is to provide them with an action to encourage them to engage with you further.

Top Hashtags

#Summer #Travel
#4thofJuly #TravelLife
#4th #InstaTravel
#SummerFun #TravelBug
#Vacation #TravelGram
#FamilyVacation #VacayMode
#America #Destination
#Hot

August 2018

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

			1 National Raspberry Cream Pie Day	2 National Ice Cream Sandwich Day National IPA Day	3 National Watermelon Day World Chocolate Chip Cookie Day	4 National Oyster Day
5 National Root Beer Float Day	6 Raspberries and Cream Day	7 Frozen Custard Day National Zucchini Day	8 National Rice Pudding Day	9 National S'mores Day	10 National Panini Day National Raspberry Tart Day	11
12 National Filet Mignon Day	13 National Creamsicle Day	14 Julia Child's Birthday Lemon Meringue Day	15 National Rum Day	16 National Vanilla Custard Day	17 National Ice Cream Pie Day	18 National Potato Day National Hot and Spicy Food Day
19 National Chocolate Pecan Pie Day National Bacon Lovers Day National Lemonade Day	20 National Spumoni Day	21 National Eat a Peach Day	22 Sponge Cake Day National Cuban Sandwich Day	23 National Peach Pie Day National Waffle Day	24 Banana Split Day National Whisky Sour Day	25 National Cherry Popsicle Day
26	27 Cherry Turnover Day	28 More Herbs, Less Salt Day	29 National Toasted Marshmallow Day	30 National Trail Mix Day	31	

Month/Week Holidays

National Peach Month
Water Quality Month
Family Fun Month
Catfish Month
Sandwich Month

Social Media Pro Tips

- 1.** [Instagram stories](#) are a great way to engage spontaneously and show behind the scenes moments or give your community an exclusive sneak peek!
- 2.** When posting your [Facebook ads](#), be sure to keep an eye on their relevance score to make sure you are getting the best bang for your buck.
- 3.** [During a tradeshow](#), consider live tweeting certain segments that are applicable to your industry and business. Retweet, reply, comment, like, tag, reach out to and message as many attendees and stakeholders as possible.

Top Hashtags

#BacktoSchool #Lunch
#School #School
#LunchBox #Teacher
#Homework #Student
#BTS #CollegeLife
#SchoolSupplies



September 2018

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Best practices at your fingertips

Download the Marketing 101 Library



1 National Gyro Day International Bacon Day National Cherry Popover Day	2 National Blueberry Popsicle Day	3 Labor Day	4 National Macadamia Nut Day	5 Cheese Pizza Day	6 National Coffee Ice Cream Day	7 Salami Day National Beer Lovers Day	8
9 Rosh Hashanah	10	11 Patriot Day Rosh Hashanah Ends	12 Chocolate Milkshake Day	13 National Peanut Day Kids Take Over the Kitchen Day	14 Eat a Hoagie Day	15 National Linguini Day National Thank You Day	
16 National Guacamole Day Mexican Independence Day	17 Apple Dumpling Day	18 Cheeseburger Day Yom Kippur Starts	19 National Butterscotch Day Yom Kippur Ends	20 National Punch Day	21 National Pecan Cookie Day International Banana Festival Day	22 Ice Cream Cone Day White Chocolate Day First Day of Fall Pot Pie Day	
23	24 Cherries Jubilee Day	25 Cooking Day National Lobster Day National Food Service Workers Day	26 National Key Lime Pie Day	27 National Chocolate Milk Day	28 Drink Beer Day Strawberry Cream Pie Day	29 Biscotti Day National Coffee Day	
30 Mulled Cider Day							

Month/Week Holidays

National Mushroom Month
National Papaya Month
National Rice Month
Whole Grains Month
The PBH Fruits & Veggies More Matters Month
National Honey Month
National Chicken Month

Social Media Pro Tips

1. Excellent customer service is a key part of [social media success](#). Customers want to feel heard and acknowledged; make sure to have a timely response to customer comments and have a plan in place on how to handle any negative feedback. If you are unsure how to proceed, [check out other leading brand's strategies](#).
2. With over 25 million business profiles on Instagram, capturing the attention of your audience is crucial to success, and that means you need to share interesting photos. Check out [these tips](#) for knockout Instagram photography.
3. There are many layers to running a promotion and adding social media elements to the mix can create a complexity that requires finesse and organization to keep fresh produce marketers on their toes. Create a promotions checklist or [check out ours!](#)

Top Hashtags

#Fall #FallFlavors
#Pumpkin #Autumn
#Pumpkins #September
#PumpkinSpice #September11
#FallFavorites #NeverForget

October 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Child Health Day Homemade Cookie Day International Cookie Day World Vegetarian Day	2	3 National Fruit at Work Day	4 National Vodka Day National Kale Day National Taco Day	5	6 National Noodle Day
7 National Frappe Day	8 National Fluffernutter Day National Perogi Day Columbus Day	9 Molday Cheese Day	10 World Porridge Day National Angel Food Cake Day	11 National Food Truck Day	12 National Farmer's Day	13 World Egg Day
14 National Dessert Day	15 National Mushroom Day	16 World Food Day National Liquor Day	17 National Pasta Day	18 National Chocolate Cupcake Day	19 National Seafood Bisque Day	20 National Brandied Fruit Day
21 National Pumpkin Cheesecake Day National Garbanzo Bean Day International Nacho Day	22 National Nut Day	23 National Boston Cream Pie Day National Canning Day	24 National Food Day	25 World Pasta Day	26 National Pumpkin Day National Mincemeat Day Pretzel Day	27 Global Champagne Day National American Beer Day
28 Wild Foods Day National Chocolate Day	29 National Oatmeal Day	30 National Candy Corn Day Pumpkin Bread Day Buy a Donut Day	31 Carve a Pumpkin Day National Caramel Apple Day Halloween Start of Dia De Los Muertos (Day of the Dead)			

Month/Week Holidays

National Apple Month	National Pizza Month
Vegetarian Awareness Month	Breast Cancer Awareness Month
Eat Better, Eat Together Month	National Caramel Month
Fair Trade Month	National Chili Month
National Bake and Decorate Month	National Popcorn Poppin Month
National Cookbook Month	National Pork Month
National Seafood Month	National Pretzel Month
National Cookie Month	National Chili Week (First Week)
National Dessert Month	National Food Bank Week (Second Week)
National Pasta Month	American Beer Week (Second Week)
National Pickled Pepper Month	National School Lunch Week

Social Media Pro Tips

1. Always, always respond to messages and comments from customers. You should spend the largest amount of time on this task- don't sacrifice your time here for others! Did you know that if you respond to 90% of messages within 90 minutes
2. By spending a little time preparing for a photoshoot, you'll save a lot of time during it. Create a simple shot list of 5 specifics that you know you want to capture.

Top Hashtags

#Halloween	#Baking	#Spooky
#Fall	#Sweets	#Boo
#Autumn	#October	#Scary

November 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 National Vinegar Day Dia De Los Muertos (Day of Dead) Ends World Vegan Day	2 Deviled Egg Day	3 National Sandwich Day
4 National Candy Day	5 International Stout Day	6 National Nachos Day	7	8 Cook Something Bold Day National Cappuccino Day	9	10 National Vanilla Cupcake Day
11 Veterans Day National Sundae Day	12 National Pizza With Everything Day	13	14 National Spicy Guacamole Day National Pickle Day World Diabetes Day	15	16 National Fast Food Day	17 National Baklava Day Homemade Bread Day
18	19 International Men's Day	20 National Peanut Fudge Day	21 National Stuffing Day Gingerbread Day	22 National Cashew Day Thanksgiving Day	23 Eat a Cranberry Day National Espresso Day National Leftovers Day Black Friday	24 National Maize Day Small Business Saturday National Sardines Day
25 National Parfait Day	26 National Cake Day Cyber Monday	27	28 National French Toast Day	29 National Lemon Crème Pie Day	30 National Mousse Day	

Month/Week Holidays

National Pomegranate Month
 National Greens and Plantains Month
 National Pepper Month
 National Spinach and Squash Month
 World Vegan Month
 National Gluten-Free Awareness Month
 National Peanut Butter Lovers Month
 National Diabetes Month
 Prostate Cancer Awareness Month
 Georgia Pecan Month
 Good Nutrition Month

Social Media Pro Tips

1. When posting a photo of a product or recipe on Instagram, be sure to include "Click the link in our bio" to every caption directing audiences straight to your site.
2. Pro-Tips for Twitter photo sizing: the preferred size of a standard Twitter photo is 253px X 506px, and the preferred orientation is horizontal.
3. To effectively nurture and grow a community, consciously plan ahead to ensure you post an optimum amount per week rather than only a couple of times a month.

Top Hashtags

#Thankful #WorldVeganDay
 #BlackFriday #CyberMonday
 #Thanksgiving #ThankYou
 #Family #Turkey

December 2018

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 Eat a Red Apple Day
2 National Fritter Day Advent Sunday Hanukkah Starts	3 National Apple Pie Day	4 National Cookie Day	5 International Volunteer Day Prohibition Day	6 National Gazpacho Day National Microwave Oven Day	7 National Pearl Harbor Remembrance Day National Cotton Candy Day	8 National Brownie Day
9 Christmas Card Day National Pastry Day	10 National Lager Day Hanukkah Ends	11	12 Gingerbread House Day National Ambrosia Day National Cocoa Day	13	14 National Bouillabaisse Day	15 National Cupcake Day
16 National Chocolate Covered Anything Day	17 National Maple Syrup Day	18 Bake Cookies Day	19 National Hard Candy Day	20 National Sangria Day National Hamburger Day	21 First Day of Winter National Kiwi Fruit Day	22 National Nut Bread Day
23	24 Christmas Eve National Eggnog Day	25 Christmas Day National Pumpkin Pie Day	26 National Candy Cane Day Kwanzaa Starts	27 National Fruitcake Day	28 National Chocolate Candy Day	29
30 Bacon Day	31 New Years Eve National Champagne Day					

Month/Week Holidays

National Egg Nog Month
 National Fruit Cake Month
 National Tomato Month
 National Winter Squash Month
 Root Vegetables Month
 Exotic Fruits Month
 Quince Month
 Worldwide Food Service Safety Month
 Gluten-Free Baking Week (Dec 18-24)
 Hanukkah (December 12-20)
 Kwanzaa (December 26-January 1st)

Social Media Pro Tips

1. When it comes to [Facebook ads](#), map out your advertising goals first by asking yourself who you want your ads to reach, what your ad should look like, what message you want to get across and how much money you want to spend.
2. Maximize the power of Pinterest by creating boards that speak to the [interests of your audience](#).

Top Hashtags

#ChristmasEve #Love
 #Family #Xmas
 #MerryChristmas #Holidays
 #Santa #Winter
 #HappyNewYear #Snow
 #Gifts



DMA Solutions, Inc. is a niche marketing agency serving the fresh produce industry with a mission to increase demand that will ultimately inspire consumption of fresh fruits and vegetables. DMA works to help their fresh produce clients achieve business goals with measurable marketing strategies that reach both consumer and trade audiences. With a successful track record in fresh produce marketing, DMA Solutions provides a full spectrum of marketing services with quantifiable results to fit each of their client's individual needs.

To learn more about DMA Solutions, the company's work and its team of marketers, visit www.dma-solutions.com and [The Core](#) blog, and follow them on social media:



Social Media Rules to Live By



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Public Relations: Rules to Live By



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