



## May Social Media Content Topics

All dates should be checked for accuracy for each year as it does not always fall on the numerical date.

ONE

### **AUTOMOTIVE/ SHOP TOPICS:**

- Summer coming - pre trip inspections
- Preparing for hurricane season
- Tax return season- spend it on repairs you've been holding off on

TWO

### **MONTHS:**

- Motorcycle Safety Awareness Month
- National Military Appreciation Month
- National Share a Story Month

THREE

### **WEEKS:**

- Teacher Appreciation Week - First Monday through Friday in May
- North American Occupational Safety and Health Week - First Full Week in May
- National Pet Week - First Full Week in May
- Small Business Week - First Week in May
- National Police Week
- National Nurses Week

FOUR

### **DAYS:**

- 1 - National Loyalty Day
  - May Day
  - Learn to Ride a Bike Day
- 3 - Write a Review Day



- 4 - Firefighters' Memorial Day
  - National Star Wars Day
- 5 - Cinco de Mayo
- 7 - National Skilled Trades Day (First Wednesday in May)
- 9 - National Lost Sock Memorial Day
  - National Military Spouse Appreciation Day
- 10 - National Train Day
  - National Dog Mom's Day (Second Saturday in May)
- 11 - National Eat What You Want Day
  - Mother's Day (Second Sunday)
- 12 - National Odometer Day
- 14 - National Receptionists' Day (Second Wednesday)
- 15 - National Notebook Day
- 16 - International Virtual Assistants Day
  - Walk Safely to School Day
  - NASCAR Day (Third Friday in May)
  - National Pizza Party Day (Third Friday in May)
  - National Bike to Work Day (Third Friday in May)
- 17 - National Work From Home Day
  - Armed Forces Day (Third Saturday in May)
- 20 - National Rescue Dog Day
- 23 - National Road Trip Day (Friday Before Memorial Day)
- 25 - National Wine Day
- 26 - Memorial Day
- 27 - World Marketing Day
- 28 - National Hamburger Day
- 30 - National Creativity Day
- 31 - National Smile Day
  - Web Designer Day

FIVE

## **CAMPAIGN IDEAS & OTHER TOPICS:**

- **Salute to Service:** Honoring Military and First Responders All Month Long  
In honor of National Military Appreciation Month and the brave individuals who protect us, we extend our gratitude with exclusive discounts for military personnel



and first responders. It's our small way of saying 'thank you' to those who selflessly serve our country and communities.

- **Driven by Education:** Teacher and Skilled Trades Appreciation Week  
Celebrate Teacher Appreciation Week and National Skilled Trades Day with us! Teachers and skilled trade professionals play vital roles in our community, and we're showing our appreciation with exclusive discounts on services.
- **Paws and Pistons:** National Pet Week Auto Checkup Specials  
During National Pet Week, we're combining our love for pets and auto care. Bring your vehicle in for a checkup, and donate a percentage of the service cost to local animal shelters.
- **Memorial Day Road Trip Readiness Event-** Gear up for the unofficial start of summer with our Memorial Day Road Trip Readiness Event. Special discounts, free travel checklists, and expert tips
- **Celebrating Skilled Trades Excellence:** Honoring Our Auto Technicians-, applaud the dedication and expertise of our skilled auto technicians.
- **As we approach National Road Trip Day**, celebrated on the Friday before Memorial Day, it's the perfect time to discuss the importance of vehicle readiness for those summer adventures. We'll share tips and insights on preparing your vehicle for a smooth and worry-free road trip, ensuring you can focus on creating lasting memories with your loved ones.
- **Motorcycle Safety Awareness Month**, a time to emphasize the importance of sharing the road safely. We'll delve into essential safety tips for both motorcyclists and drivers, fostering a community committed to reducing accidents and ensuring everyone arrives at their destination safely.