



June 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:

- Cooling systems, protecting your car in the heat
- Summer road trip/ pre-trip inspections

TWO

MONTHS:

- National Tire Safety Month
- National Safety Month
- Men's Health Month
- National Great Outdoors Month
- National Country Cooking Month
- National Camping Month

THREE

WEEKS:

- MEN'S HEALTH WEEK - Week Ending on Father's Day
- NATIONAL FISHING AND BOATING WEEK - Begins First Full Weekend of June
- National Automotive Service Professionals Week

FOUR

DAYS:

- 1 - National Volkswagen Day
- 2 - National Rotisserie Chicken Day
- 5 - World Environment Day
- 6 - National Drive-In Movie Day
- National Donut Day



- 7 - World Caring Day
- 8 - National Best Friends Day
- 10 - National Herbs and Spices Day
- 11 - National Making Life Beautiful Day
- 12 - National Peanut Butter Cookie Day
- 13 - National Movie Night
- 14 - National New Mexico Day
 - Army Birthday
 - National Flag Day
- 15 - International Working Animal Day
 - Father's Day
- 17 - National Mascot Day
- 18 - International Picnic Day
- 19 - Juneteenth National Independence Day
- 20 - World Productivity Day
- 21 - National Arizona Day
 - National Selfie Day
 - Summer Begins (Longest Day of the Year)
- 22 - Positive Media Day
- 26 - National Handshake Day
- 27 - National Sunglasses Day
 - National Logistics Day
- 28 - National Alaska Day
 - National Insurance Awareness Day
- 29 - National Camera Day
- 30 - Social Media Day

FIVE

CAMPAIGN IDEAS & OTHER TOPICS:

- **Summer Road Trip Readiness Guide:** Develop a series of posts providing tips and checklists for customers preparing their vehicles for summer road trips. Highlight the significance of air conditioning system checks, tire inspections, and fluid levels. Encourage followers to schedule a comprehensive summer maintenance package at your auto repair shop.



- **Cooling System Check Campaign:** Emphasize the importance of a well-functioning air conditioning system during the summer heat. Offer discounts on air conditioning inspections, repairs, and recharges. Communicate the benefits of maintaining a comfortable and cool driving environment.
- **Father's Day Car Care Special:** Celebrate Father's Day by offering a special car care package for dads. Highlight the role of proper vehicle maintenance in ensuring safety and reliability, making it an ideal gift for fathers. Feature a Father's Day message expressing gratitude for the hardworking dads.
- **Drive-In Movie Night Car Check:** Tie in with National Drive-In Movie Day by promoting a special "Movie Night Car Check" package. Encourage customers to get their vehicles inspected before heading to a drive-in movie, emphasizing safety and comfort.
- **National Flag Day Roadtrip Campaign:** Craft posts around National Flag Day to encourage road trips exploring the beauty of the country. Highlight the importance of vehicle safety and reliability during travel. Create content showcasing patriotic-themed car decorations and accessories.
- **Pet-Friendly Travel Tips for National Take Your Dog to Work Day:** In line with National Take Your Dog to Work Day, share pet-friendly travel tips and safety measures for customers planning trips with their furry companions. Promote services related to ensuring vehicles are pet-ready, like pet barriers and safety harnesses.
- **Connect National Sunglasses Day** with car care by highlighting the importance of UV protection for both eyes and vehicles. Share tips on protecting car interiors from sun damage. Offer a special discount on window tinting services for customers who mention this campaign.
- **Tie National Mascot Day** with safety by featuring your shop's mascot promoting safe driving habits. Create engaging content with the mascot checking tire pressure, wearing a seatbelt, etc. Encourage followers to share their safety mascots or moments for a chance to win a free safety inspection.
- **June Journeys Maintenance Challenge:** Launch a month-long challenge encouraging followers to perform a weekly vehicle maintenance task. Provide a checklist for tasks like checking tire pressure, inspecting brakes, and cleaning air filters. Those who complete the challenge and share their experience could be entered into a drawing for a free oil change or discount on services.