



MONTHLY OBSERVANCES

- National Grilling Month
- National Ice Cream Month
- National Hot Dog Month
- National Recreation & Parks Month
- National Share A Sunset With Your Lover Month



WEEKLY OBSERVANCES

- July 3-August 15: Air-Conditioning Appreciation Days
- July 3-August 11: Dog Days
- July 16-22: National Independent Retailers Week
- July 19-22: National Baby Food Week
- July 28-30: Garlic Days



NATIONAL DAYS

- July 1: International Joke Day [#TellAJoke](#)
- July 2: International Chicken Wing Day
[#internationalchickenwingday](#)
- July 2: World UFO Day [#WorldUFODay](#)
- July 4: Independence Day [#4thofJuly](#)
- July 5: National Workaholic [#NationalWorkaholicDay](#)
- July 6: National Fried Chicken Day [#NationalFriedChickenDay](#)
- July 7: World Chocolate Day [#WorldChocolateDay](#)
- July 12: National Simplicity Day [#NationalSimplicityDay](#)
- July 13: Amazon Prime Day [#PrimeDay](#)
- July 13: French Fry Day [#NationalFrenchFryDay](#)
- July 15: Give Something Away Day [#GiveSomethingAwayDay](#)
- July 16: Get To Know Your Customers Day Q3
[#GetToKnowYourCustomersDay](#)
- July 17: World Emoji Day [#WorldEmojiDay](#)
- July 17: National Hot Dog Day [#NationalHotDogDay](#)
- July 18: National Ice Cream Day [#NationalIcecreamDay](#)
- July 18: National Sour Candy Day [#NationalSourCandyDay](#)
- July 18: Nelson Mandela International Day [#MandelaDay](#)
- July 19: National Ice Cream Day [#NationalIceCreamDay](#)
- July 21: National Junk Food Day [#NationalJunkFoodDay](#)
- July 24: National Tequila Day [#NationalTequilaDay](#)
- July 26: Parents' Day [#ParentsDay](#)
- July 30: Day of Friendship [#DayOfFriendship](#)
- July 31: National Mutt Day [#NationalMuttDay](#)



2020 JULY

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CALENDAR KEY



REVIEWS: Share a positive review!



POSTS THAT INSPIRE: Theme days are an easy way to make your content visible. Take advantage of [#MotivationalMonday](#), [#ThrowbackThursday](#), [#FlashbackFriday](#), [#WednesdayWisdom](#) and more!



PROMOTIONS/SALES: Share any promotions or sales you are currently running.



USER GENERATED CONTENT: Utilize a post that was created by a customer highlighting your business. It's an easy way to post about your business and a great way to acknowledge a customer. **Be sure to credit the user!*



APPRECIATION POST: Highlight an Employee or Customer.



ANNOUNCEMENTS: Share an announcement about your business. Wrote a blog? Post it! Hours changed? *Post it!*



LOCALIZED CONTENT: Highlight your community. Find something that is happening in your area that might be of interest to your customers or those around you.