

OCTOBER #HOLIDAYS

SOCIAL MEDIA STRATEGY DIGITAL WORKBOOK



GALLERIAFORBUSINESS.COM



A NOTE FROM GALLERIA4BIZ

OCTOBER #HOLIDAYS

October is the tenth month in the Gregorian calendar. This month received its name from the Latin numeral octo meaning "eight" because in the original Roman calendar it was the eighth month.

THIS SEASON

Fall Equinox : September 22 - December 20

MOON PHASES

Libra: September 23 - October 22












Scorpio: October 23 - November 21

BUSINESS GOALS

This workbook can be downloaded and printed for your convenience. You can also share this workbook with anyone you think can utilize this information the most; teammates, family, friends and future entrepreneurs. "Boss Up" and start branding like a boss.

**LET'S SET GOALS WITH THIS WORKBOOK
& SURPASS THEM!**

OCTOBER MONTHLY HIGHLIGHTS

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|---|---|--|--------|---|--------|
| 1  | 2 | 3 | 4  | 5 | 6 | 7 |
| 8  | 9 | 10  | 11 | 12 | 13 | 14 |
| 15 | 16  | 17  | 18 | 19 | 20 | 21 |
| 22  | 23  | 24 | 25 | 26 | 27  | 28 |
| 29  | 30 | 31  | | | | |

Monthly Goals & Notes:

OCTOBER PRODUCT LAUNCH CHECKLIST

Product Name:

Product Details:

Core Features:

Launch Date:

Launch Announcement:

Website Link:

Imagery Ideas:

Social Media Hashtags:

Media Relations:

Launch Materials Info:

Website Page Update

Posters

Email Newsletter

Store Product Update

Stickers

Bannerstand

Blog Update

Booklet / Brochure

Step & Repeat Banner

Flyer / Postcard

Media Kit/ E-book PDF

Indoor / Outdoor Banner

Purchase Orders

Social Media Profile Images

Shirt Design

Inserts

Social Media Post

Packaging

OCTOBER PROMOTION / EVENT DETAILS

Company Info:

Headline / Title:

Subline:

Date / Deadline:

Small Details:

Location Details:

Ticket Details:

Contact & Website:

Theme / Image Idea:

Design Sizes Details:

Website Page Update

Stickers

Email Newsletter

Blog Update

Program Booklet

Bannerstand

Flyer / Postcard

Brochure

Step & Repeat Banner

Event Invitation Package

Media Kit/ E-book PDF

Indoor / Outdoor Banner

Tickets

Social Media Profile Images

Shirt Design

Posters

Social Media Posts

Gift Bags

OCTOBER #HOLIDAYS

MONTHLY AWARENESS HIGHLIGHTS

10TH MONTH OF 2018

Breast Cancer Awareness Month

94,824

#BreastCancerAwarenessMonth #breastcancerawareness #cancer #awareness #pink #allpinkeverything #fuckcancer #charity #breastcancerresearch #cancerresearch

Domestic Violence Awareness Month

94,824

#internationalcoffeeday #internationalcoffeeday2018 #coffeetime #coffeaddict

WEEK 1

40TH WEEK OF 2018

1 MONDAY

274TH DAY

International Coffee Day

94,824

#internationalcoffeeday #internationalcoffeeday2018 #coffeetime #coffeaddict

Homemade Cookies Day

158

#nationalhomemadecookiesday #homemadecookiesday #homemadecookies #homemade #bakingbusiness

World Architecture Day

4,085

#WorldArchitectureDay #worldarchitectureday #architect #architecture #moderndesign
#amazingarchitecture #futurearchitects

World Day of Bullying Prevention

9,705

#WorldDayofBullyingPrevention #worlddayofbullyingprevention #BlueShirtDay #BlueUp
#WorldDayOfBullyingPrevention #bullying #cyberbullying

Vegetarian Day

9,705

#NationalVegetarianDay #vegetarianday #healthyfoodforlife #nutritionlife #vegetarianliving

2 TUESDAY

275TH DAY

Custodial Worker Day

11

#NationaCustodialWorkerDay #custodialworkerday #custodialworkersrecognitionday
#CustodialWorkerDay #Custodians #Custodian #JanitorWorkerDay #JanitorWorkers #Janitor
#CustodialServices #LocalBusiness #janitors #janitorlife #custodial

Name Your Car Day

892

#NameYourCarDay #noparking #mercedesbenz #coolwhipclassics #namethatcar #classiccar

International Day of Non-Violence

1,027

#InternationalDayofNonViolence #internationaldayofnonviolence #mahatmagandhi #globalmeditation #loveandpeace #love #humanrights #standupforrights #speakout #brave #notpowerless

3 WEDNESDAY

276TH DAY

Kale Day

778

#NationalKaleDay #nationalkaleday #ohkaleyeah #kalememaybe #dontkalemyvibe #kalesalad #holistichealth #healthybody #fitfuel #healthyliving #weightloss

Techies Day

455

#TechiesDay #techiesday #lifehacks #electronics #hack #techie #geek #newtechnology #techtrends #newtechtie #gadgetonline #gadgetstore #gadgetgoals #electronicstore #techlife4u #gadgetholic #gadgetaccessories #techsavvy #amazingtechnology #innovative #newtechs #technologythesedays

Boyfriends Day

1200

#NationalBoyfriendsDay #BoyfriendsDay #boyfriendsday #thankyouforthe love #iloveyou #mybestfriend #boyfriend #sohappy #soblessed #mybaby #myforever #unconditionallove

4 THURSDAY

277TH DAY

Golf Lovers Day

139

#NationalGolfDay #nationalgolfdays #golf #golfing #sisters #adventures #funtime #GolfEvents #Competition #minigolf

Frappe Day

1059

#NationalFrappeDay #nationalfrappeday #coffeeart #lattefun #foodart #beautifulcuisines #dessert #baking #frappe #eatmyworld #bakery #coffee #frappuccino #icedcoffee #drinkcoffee

Vodka Day

2,697

#VodkaDay #vodkaDay

Improve Your Office Day

148

#improveyourofficeday #workbetter #behappier #feelbetter #workfun #smilemore #enjoywork #sittostanddesk #officespace #helpfultips #wherework #worklifebalance #makeitbetter #officeimprovements

5 FRIDAY

278TH DAY

Do Something Nice Day

1883

#DoSomethingNiceDay

6 SATURDAY

279TH DAY

Physician Assistant Day

41

#physicianassistantday #physicianassistant #physicianassistantweek2018 #healthcare #healers #dedication #PAweek

Card Making Day

3,266

#worldcardmakingday #cardmaking #papercraft #thepapercrafting #papierhobby #handmadecard
#handmadecards #cardmaker #papercrafts #cardmakinghobby #stamping #clearstamps #copiccoloring
#inkblending #distressink #distressinks #holidaycards #diy

Noodle Day

3,881

#noodles #noodlestagram #ramenadventures #ramennight #ramennoodles #ramen

7 SUNDAY

280TH DAY

Bald and Free Day

108

#baldandfreeday #baldandbeautiful #baldandproud

Oktoberfest

1,491,720

#Oktoberfest #oktoberfest2018 #oktoberfestfrankfurt #Oktoberfestbier #oktoberfestmunich
#oktoberfestm #oktoberfestdublin #oktoberfestival

Bathtub Day

457

#bathsoak #warmth #lush #bathbombllover

Change A Light Day

28

#ChangeALightDay #changealightday

WEEK 2

41ST WEEK OF 2018

8 MONDAY

DAY 281

Columbus Day

124,766

#ColumbusDay #columbusdayweekend #columbusday2018 #ColumbusDaySale #columbusdaynot
#columbusdayactivities #columbusdayfair #Columbusday18 #Columbusdayparade #columbusdayfun
#indigenouspeoplesday #columbusdays #columbusdaywknd #longisland #columbusdayfeast

9 TUESDAY

DAY 282

Fire Prevention Day

484

#firepreventionday #wildfires #fire #firesafety #branding #business #longislandfire #fireengine #firedept
#firebuff #firefighting #engine #chiefmiller #fdic #fireengineering #firecrew #firetruck #training #scba
#fireprevention

10 WEDNESDAY

DAY 283

Emergency Nurses Day

299

#EmergencyNursesDay #emergencynursesday #ER #ErNurse #NurseLife #EmergencyNursesWeek
#HealthcareProfessionals #nationalemerngencynursesday #emergencynurses #nurses

Newspaper Carrier Day

110

#InternationalNewspaperCarrierDay #newspapercarrierday #NewspaperCarrier
#nationalnewspapercarrierday #happynational #nationalday #october #celebrateeveryday
#NewspaperCarrierDay #DailyNews #happynewspapercarrierday #darlingweekend

Angel Food Cake Day

104

#NationalAngelFoodCakeDay #nationalangelfoodcakeday #nationalcakedecoratingday #sweettooth
#homemade #dessert #angelfoodcake #delicious #nationalfoodtoday #tortaleggera #angelcake #cake
#homemadecake #national #angelfoodcakeday

Take Your Teddy Bear to Work Day

223

#TakeYourTeddyBearthoWorkDay #takeyourteddybeartoworkday #behindthescenesbear
#officedaychallenge #officebear #officemate

World Homeless Day

1,004

#WorldHomelessDay #worldhomelessday #homeless

Emergency Nurses Day

299

#EmergencyNursesDay #ER #ErNurse #NurseLife

World Mental Health Day

235,611

#WorldMentalHealthDay #worldmentalhealthday #worldmentalhealthday2018 #mentalhealth
#mentalhealthadvocacy #mentalhealthawareness

11 THURSDAY**DAY 284****Sight Day****11,621**

#WorldSightDay #worldsightday2018 #worldsightday #ophthalmology #ophthalmics #visioncare #newglasses #optomeyes #preventblindness #SaveSight #EyeCareEverywhere #EyecarengChallenge #Regrann #eyecare #eyehealth

12 FRIDAY**DAY 285****Old Farmer's Day****200**

#OldFarmersDay #FarmersDay #farmersday #farmer #farmersmarket #farmerswife #farmlife #farmerstyle

Gumbo Day**471**

#NationalGumboDay #nationalgumboday #gumbo #neworleans #okra #okrasoup #okrastew #slowcookermeals #slowcooker #southernfood #mysouthernliving

Egg Day**6,630**

#Worldeggday #worldeggday2018 #worldeggday #omlet #omlett #healthyfood #brunch #breakfastclub #dinnerdate #goveganfortheanimals #food #breakfast #healthy #eat #eggsbenedit

Vet Nurse Day**668**

#vetnurseday #registeredveterinarynurse #vetnurse #studentveterinarynurse #vettech #vet #vetlife #oneteam #vetteam #teamvet #veterinaryprofession #registeredvettech #vetnurselife #vetnurseskills #vetnurseadventures #vetnursesofinstagram #vetmed #veterinary #veterinarymedicine #vetmedlife

Arthritis Day

145

#WorldArthritisDay #ArthritisDay #worldarthritisdaily #ConnectToday #walktocurearthritis #arthritis #arthritisawareness #rhumatoidarthritis #arthritisstrong #arthritisfighter #inflammatoryarthritis #kidsgetarthritis

13 SATURDAY

DAY 286

Astronomy Day

9,339

#AstronomyDay #astronomyday #astronomylover #astronomyclub #astronomypictureoftheday #astronomydomine #astronomynerd #astronomyphotography #astronomyfacts #astronomy #AwesomeAstronomyDaily #AwesomeAstronomyClub #astronomyclass #astronomyart #astronomy

No Bra Day

107,352

#nobraday #sexy #outfitoftheday #outfitinspiration #noBra #NoBraDay #lifestyle #curves #prettygirls

14 SUNDAY

DAY 287

Be Bald and Free Day

173

#bebaldandfreeday #nohairnocare #bald #baldhead #baldwoman #baldbeauty #baldisbeautiful #baldissexy #shavedhead #baldgirl #gobald #bebald #bebaldbebold #bebaldandfree

Dessert Day15

47,017

#NationalDessertDay #nationaldessertday #delicious #dessertlover #ilovedessert

Pastor Appreciation Day

1,875

#pastorappreciationday #PastorAppreciationDay #ourpastorisawesome #pastor #manofGod #prophet #prayer #bible #wordofGod

WEEK 3

42ND WEEK OF 2018

15 MONDAY

DAY 288

White Cane Safety Day

336

#WhiteCaneSafetyDay #whitecanesafetyday #standstrong #whitecane #mobility

Clean Your Virtual Desktop Day

117

#cleanyourvirtualdesktopday #deleteyourbrowserhistory #computers

Mushroom Day

655

#NationalMushroomDay #mushroomday

16 TUESDAY

DAY 289

Bosses Day

16,580

#BossesDay #bossesday #corporategifts #giftpackage #bosstreat #bossesonly #bosses

Dictionary Day

690

#DictionaryDay #dictionaryday #onewordeveryday #dictionary #DictionaryReadingsFun #urbandictionary #vocabulary #thedictionary #englishgrammar #spellbee #spell #meanings #read #spellchamp

Steve Jobs Day

500

#SteveJobsDay #stevejobsday #stevejobs #stevejobsquote #apple #stevejobsapproves #stevejobsmovie #stevejobsquotes #iphone #ipad #rememberingstevejobs

17 WEDNESDAY

DAY 290

Fossil Day

1,596

#NationalFossilDay #FossilDay #nationalfossilday #americangeosciencesinstitute #geology #geoscience #earthscienceweek #paleontology #trex

Pasta Day

20,711

#NationalPastaDay #nationalpastaday #WorldPastaDay #worldpastaday2018 #worldpastaday #pastalover #ilovepasta #pasta

Spreadsheet Day

36

#spreadsheetday

Black Poetry Day

420

#nobraday #sexy #outfitoftheday #outfitinspiration #noBra #NoBraDay #lifestyle #curves #prettygirls

18 THURSDAY**DAY 291****No Beard Day****508**

#nobeardday #Nobeardday

Chocolate Cupcake Day**4,285**

#NationalChocolateCupcakeDay #ChocolateCupcakeDay #nationalchocolatecupcakeday #pastrychef #dessert #desserttime #sweettreats #chocolatelover #chocoholic

Get Smart About Credit Day**79**

#GetSmartAboutCreditDay #getsmartaboutcreditday #financialliteracy #financialknowledgeispower #budgeting #wealthbuilder

19 FRIDAY**DAY 292****Evaluate Your Life Day****362**

#EvaluateYourLifeDay #evaluateyourlifeday #itstimetohealyourself #betternotbitter #positivevibesonly #evaluateyourlife

20 SATURDAY**DAY 293****Waiters Day****149**

#WaitersDay #waitersday #waiter #waiters #waiterlife #waitersclub #waitersandbartenders #WaiterJobs

Suspender's Day

167

#suspendersday #Suspendersday #bowtie #suspenders

Chef Day

941

#InternationalChefDay #ChefDay #internationalchefday #cheflife #gourmet #finedining #personalchef

21 SUNDAY

DAY 294

Apple Day

16,192

#AppleDay #nationalappleday

Babbling Day

14

#babblingday #NationalBabblingDay

Reptile Awareness Day

3,588

#ReptileAwarenessDay #reptileawarenessday2018 #reptileawarenessday #reptiles #reptilelife

22 MONDAY

DAY 295

Nut Day

2,754

#NationalNutDay #nationalnutday #nuts #peanut #peanuts #acorn #acorns #cashew #almonds #almond #walnuts #NationalGrabSomeNutsDay

Stuttering Awareness Day

234

#InternationalStutteringAwarenessDay #internationalstutteringawarenessday #ISAD2018 #WeStutter #stuttering #stutteringawareness #StutterUAE

Libra Season Goodbye (September 23 - October 22)

344,174

#libraseason #libra

23 TUESDAY

DAY 296

Mole Day

302

#nationalmoleday #NationalMoleDay #MoleDay

Tv Talk Show Host Day

149

#tvtalkshowhostday #TVPodcastHostDay #TV #talkshow #JohnnyCarson #TonightShow

Scorpio Season Birthdays (October 23 - November 21)

564,452

#scorpioseason #scorpio

24 WEDNESDAY

DAY 297

Bologna Day

364

#NationalBolognaDay #nationalbolognaday

United Nations Day

9,046

#UnitedNationsDay #unitednationsday #unitednation

25 THURSDAY

DAY 298

Sourest Day

114

#SourestDay #sourestday #sour #sourest #nationalsourestday #sourcandy #sourcandies #sourpatchkids #sourpowers #candy #puckerup

26 FRIDAY

DAY 299

Pumpkin Day

13,163

#PumpkinDay #pumpkinday #pumpkindays #pumpkin

27 SATURDAY**DAY 300****Make a Difference Day****8,448**

#MakeaDifferenceDay #makeadifferenceday

Tell a Story Day**971**

#nationaltellastoryday #NationalTellAStoryDay

Navy Day**12,025**

#NavyDay #navydayfestival #navyday

Black Cat Day**31,649**

#BlackCatDay #blackcatday #blackcats #blackcat #crazyforblackcats

28 SUNDAY**DAY 301****Plush Animal Lover's Day****297**

#PlushAnimalLoversDay #plushanimalloversday #plushtoy #plushdolls #plushanimals #plushanimal #stuffedanimals #stuffedanimal

Mother-In-Law Day

464

#MotherinLawDay #motherinlawday

WEEK 4

44TH WEEK OF 2018

29 MONDAY

DAY 302

Internet Day

3,306

#InternetDay #internetday #internet

30 TUESDAY

DAY 303

Candy Corn Day

4,702

#NationalCandyCornDay #nationalcandycornday #NationalCandyCornday

31 WEDNESDAY

DAY 304

Carve a Pumpkin Day

45

#carveapumpkinday #October31 #Halloween

Halloween

60,006,973

#Halloween

NOW GO APPLY WHAT YOU'VE LEARNED

If you need help with execution, send me an e-mail
ashley@thegalleriaforbusiness.com and I'll be happy to help!



THE GALLERIA FOR BUSINESS

"Digital Branding Workbooks for Your Start-Up Business."

BOSS UP! START BRANDING LIKE A BOSS"

OUR MISSION

The Galleria for Business is a blog that offers start-up and small business companies with branding and advertising solutions. If you need help planning and developing your business brand download these workbooks, checklists, and planners.

OUR VISION

If you're interested in starting a new business or re-branding a company, you should also be interested in tools to help your business branding image. If you follow "G4b Branding Rules" you will be able to navigate your small business through a successful brand building process.

WE APPRECIATE YOUR BUSINESS!

[DOWNLOAD](#) our digital brand workbooks and guides for your business strategies.
Feel free to submit any issues or suggestions to support@thegalleriaforbusiness.com.



Hi! I'm Ashley

BRAND IDENTITY | MULTIMEDIA | WEB DESIGN

I'm the creator of The Galleria for Business "Branding Workbooks for Your Start-Up Business." I'm a multi-talented and creative graphic designer with experience in creative direction, digital media, printing, and web design. I have a passion for helping entrepreneurs and small businesses thrive, by bringing their vision to reality!

Since 2000 I've helped small business branding and advertising solutions and I'm just here to break down the process of planning, building and launching your own start-up business. Whether you plan to create a DIY branding, hire another designer, or hire myself, I hope this planner and workbook is a springboard to your business success. Don't forget to check out my website and resources online.

LET'S CONNECT

View My Portfolio to see my latest work. Ashleyjackson.work

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