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SOCIAL MEDIA CONTENT SUGGESTIONS APRIL 17 TO MAY 17



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**WE HAVE DAILY, WEEKLY, AND
MONTHLY PACKAGES**

APRIL

APRIL 18 - INTERNATIONAL DAY FOR MONUMENTS AND SITES

- CONTENT IDEA: HIGHLIGHT A LOCAL MONUMENT OR HISTORICAL SITE. SHARE ITS HISTORY, SOME UNIQUE FACTS, AND PERHAPS A PERSONAL STORY OR TESTIMONIAL ABOUT ITS IMPACT.

APRIL 22 - EARTH DAY

- CONTENT IDEA: GO BEYOND THE USUAL EARTH DAY POST BY SPOTLIGHTING LOCAL ENVIRONMENTAL EFFORTS OR ENDANGERED SPECIES IN YOUR AREA. CONSIDER A SERIES OF POSTS LEADING UP TO EARTH DAY SHOWCASING DIFFERENT WAYS TO REDUCE ONE'S CARBON FOOTPRINT.

APRIL

APRIL 23 - WORLD BOOK NIGHT

- CONTENT IDEA: SHARE A LIST OF RECOMMENDED READS THAT ARE LESSER-KNOWN BUT HIGHLY IMPACTFUL. ALTERNATIVELY, FEATURE STORIES FROM LOCAL AUTHORS OR BOOKSHOPS.

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APRIL 25 - WORLD PENGUIN DAY

- CONTENT IDEA: FOCUS ON PENGUIN CONSERVATION EFFORTS AND INTERESTING FACTS ABOUT VARIOUS SPECIES.

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APRIL 26 - HUG A FRIEND DAY

- CONTENT IDEA: PROMOTE MENTAL WELLNESS AND COMMUNITY SUPPORT THROUGH STORIES OF FRIENDSHIP AND CONNECTION.

APRIL

APRIL 30 - INTERNATIONAL JAZZ DAY

- CONTENT IDEA: HIGHLIGHT LOCAL JAZZ SCENES, ARTISTS, AND THE HISTORICAL IMPACT OF JAZZ MUSIC IN DIFFERENT CULTURES.

MAY

MAY 1 - INTERNATIONAL WORKERS' DAY

- CONTENT IDEA: ACKNOWLEDGE AND CELEBRATE THE CONTRIBUTIONS OF WORKERS WORLDWIDE WITH HISTORICAL INSIGHTS AND CURRENT STORIES.

MAY 3 - WORLD PRESS FREEDOM DAY

- CONTENT IDEA: ADVOCATE FOR JOURNALISTIC INTEGRITY AND FREEDOM, FEATURING PROFILES ON LOCAL JOURNALISTS.

MAY 4 - STAR WARS DAY

- CONTENT IDEA: ENGAGE FANS WITH STAR WARS-THEMED CONTENT, TRIVIA, AND FAN CREATIONS.

MAY

MAY 5 - CINCO DE MAYO

- **CONTENT IDEA:** CELEBRATE MEXICAN CULTURE WITH TRADITIONAL RECIPES, STORIES, AND MUSIC.

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MAY 8 - WORLD OVARIAN CANCER DAY AND VE DAY

- **CONTENT IDEA:** EDUCATE ON OVARIAN CANCER AWARENESS PAIRED WITH HISTORICAL CONTENT ON THE SIGNIFICANCE OF VE DAY.

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MAY 9 - EUROPE DAY

- **CONTENT IDEA:** DISCUSS THE IMPORTANCE OF UNITY AND PEACE IN EUROPE, FEATURING EU-WIDE CULTURAL EVENTS.

MAY

MAY 12 - INTERNATIONAL NURSES DAY AND MOTHER'S DAY

- CONTENT IDEA: DOUBLE THE IMPACT BY HONORING BOTH NURSES AND MOTHERS, SHARING STORIES THAT HIGHLIGHT THEIR DEDICATION AND CARE.

MAY 15 - INTERNATIONAL DAY OF FAMILIES

- CONTENT IDEA: PROMOTE FAMILY UNITY THROUGH USER-SUBMITTED STORIES AND PHOTOS, AND CELEBRATE FAMILY DIVERSITY.

MAY 16 - NATIONAL LOVE A TREE DAY

- CONTENT IDEA: FEATURE LOCAL GREEN SPACES AND CONSERVATION EFFORTS, ENCOURAGING COMMUNITY INVOLVEMENT.

CONTINUOUS THEMES DURING MAY

MENTAL HEALTH AWARENESS MONTH (MAY)

- **CONTENT IDEA: REGULAR POSTS ON MENTAL HEALTH TOPICS, INCLUDING COPING STRATEGIES, EXPERT ADVICE, AND PERSONAL STORIES.**

ASIAN PACIFIC AMERICAN HERITAGE MONTH (MAY)

- **CONTENT IDEA: SHOWCASE THE CULTURAL RICHNESS AND ACHIEVEMENTS OF ASIAN PACIFIC AMERICANS THROUGH INTERVIEWS, HISTORICAL ACCOUNTS, AND CELEBRATION OF TRADITIONAL FESTIVALS.**

CONTINUOUS THEMES DURING MAY

NATIONAL PHOTOGRAPHY MONTH (MAY)

- CONTENT IDEA: HOST PHOTOGRAPHY CHALLENGES, FEATURE LOCAL PHOTOGRAPHERS, AND SHARE TIPS AND TECHNIQUES FOR BETTER PHOTOGRAPHY.

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