

AUGUST 2026

CONTENT IDEAS FOR SOCIAL MEDIA & EMAIL

SUMMER SEASON

A season of
Shifts and Changes

9

NATIONAL BOOK LOVERS DAY



AUGUST 3 - FRIENDSHIP DAY

Highlight the power of connection via customer stories, staff shoutouts, or a fun “tag your bestie” giveaway to boost engagement. #FriendshipDay #FriendsForever



AUGUST 8 - INTERNATIONAL CAT DAY

Share cat-themed content like your team's feline friends, customer pet pics, or run a “show us your cat” photo contest. #CatDay #Catstagram



AUGUST 16 - NATIONAL TELL A JOKE DAY

Post lighthearted humor like a pun, meme, or team-submitted joke. Invite your audience to share their favorite jokes in the comments. #JokeDay #LOL



AUGUST 30 - NATIONAL BEACH DAY

Share beach-themed content like vacation pics from your team or beach day tips. Ask followers to post their beach photos and tag your business for a chance to be featured. #BeachDay #BeachVibes

GOOD
days
AHEAD

OTHER OBSERVANCES

August 12 International Youth Day
August 15 National Day
August 20 National Lemonade Day
August 29 National College Colors Day



National Black Business Month
Family Fun Month
National Wellness Month

CELEBRATIONS

Purple Heart Day (August 7)
Left-handers Day (August 13)