

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Review the examples of social media "holidays" from the "Hashtags" presentation. Find two examples for each month of a brand who might benefit from a promotion or social media post promoting a cause. Be sure to identify a brand along with the "holiday" or cause and corresponding hashtag. Scroll through your personal social media feeds or research online to see if there are additional social media "holidays" that brands might consider incorporating as part of their social media strategy.

JANUARY:

Brand:

Holiday or Cause:

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FEBRUARY:

Brand:

Holiday or Cause:

#

MARCH:

Brand:

Holiday or Cause:

#

APRIL:

Brand:

Holiday or Cause:

#



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MAY:

Brand:

Holiday or Cause:

#

JUNE:

Brand:

Holiday or Cause:

#

JULY:

Brand:

Holiday or Cause:

#

AUGUST:

Brand:

Holiday or Cause:

#

SEPTEMBER:

Brand:

Holiday or Cause:

#

OCTOBER:

Brand:

Holiday or Cause:

#



MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY

NOVEMBER:

Brand:

Holiday or Cause:

#

DECEMBER:

Brand:

Holiday or Cause:

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