Social Media & Marketing Calendar

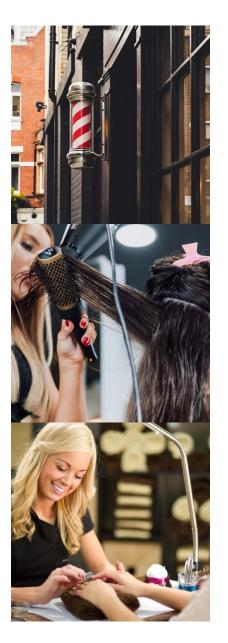
2019



Supporting the hair, beauty and barbering industries

JANUARY 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Dry January begins!	1 New Year's Day!	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18 Get To Know Your Customers Day	19	20
21 Blue Monday	22	23	24 National Compliment Day	25 Have Fun at Work Day	26	27
28	29	30	31			



New Year's Day - Happy New Year! It's the start of a new year and time to set those New Year's resolutions.

Dry January starts today.

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18 Get To Know Your Customers Day - a perfect opportunity to send out some questionnaires and get some feedback on how you are doing. Incentivise the completion of a questionnaire with a reward - it also means they are getting something back!

21 Blue Monday - a day to recognise we are all feeling a bit down in the dumps because of a combination of post-Christmas bills and dark nights & mornings.

24 National Compliment Day - make sure your clients are looking their best so they are the ones receiving all the compliments!

Have Fun at Work Day - inject some fun into the working day! And share on social media to show the personality of your salon or barbershop to existing and new clients.

New Year's resolutions

"My New Year's resolution for 2019 is to continue to surround myself with positive energy. Spending time and sharing ideas with like-minded people who share the same drive as myself is the key to driving my business forward."

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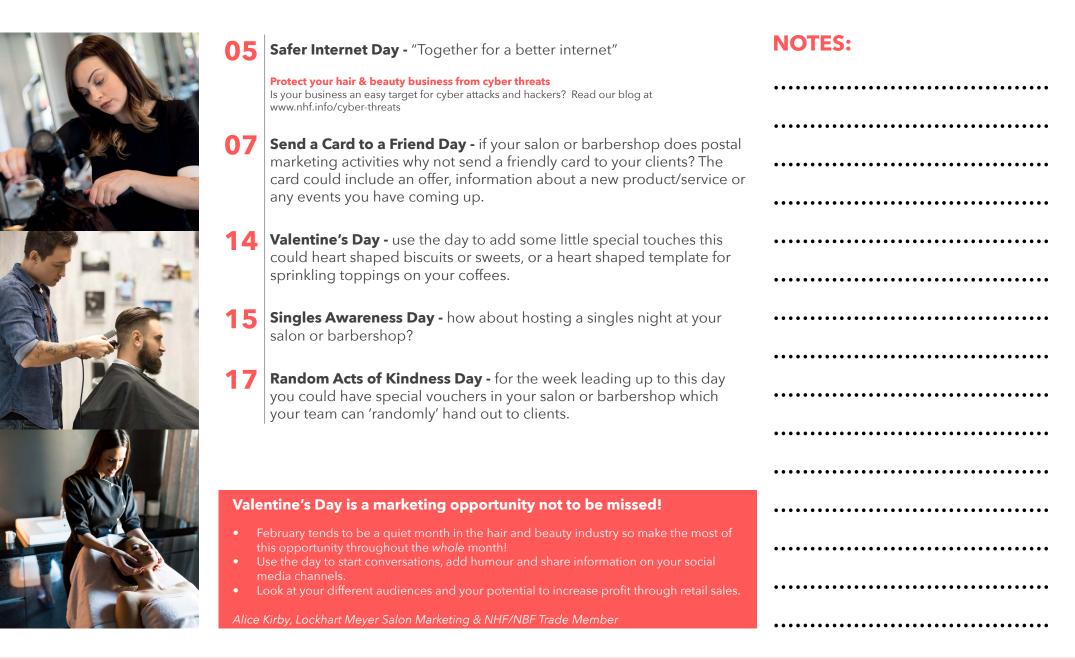
Christian Wiles, owner of Christian Wiles Hairdressing & NHF Ambassador

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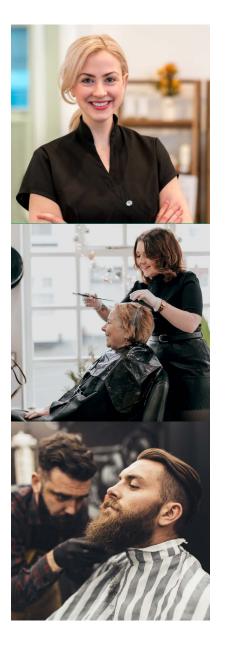
FEBRUARY 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4 World Cancer day	5 Safer Internet Day	6	7 Send a Card to a Friend Day	8	9	10
11	12	13	14 Valentine's Day	15 Singles Awareness Day	16	17 Random Acts of Kindness Day
18	19	20	21	22	23	24
25	26	27	28			



MARCH 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 St David's Day Wedding Planning Day	2	3
4 National Apprenticeship Week	5 Shrove Tuesday/ Pancake Day	6	7	8 International Women's Day		10 Dry Shampoo Day
11		13	14	15	16	17 St Patrick's Day
18	•	20 International Day of Happiness	21	22	23	24
25	26		28	29	30	31 Mother's Day Daylight Saving Time



- Wedding Planning Day this is an opportunity for you to share on your social media channels what wedding packages you offer in your salon or barbershop. Perfect timing ahead of wedding season!
- **National Apprenticeship week -** tell your apprentices this week how much you appreciate them.

A guide to apprenticeships

Available to NHF/NBF Members & non-members, our guide provides information and practical tips on apprenticeships for hairdressing, beauty & barbering in England. Download yours for **free** at www.nhf.info/shop

- **O5** Shrove Tuesday get your team involved and share all their pancake creations on your social media channels!
- **Client's Day -** make your clients feel special today! You could have a free-sample box on your reception desk which clients can help themselves to as they leave.

A guide to delivering an outstanding client experience Discover the four steps you need to take to keep your clients coming back. Members can download for **free** at www.nhf.info/shop

Daylight saving time - spring is on the way!

8 March 2019 - International Women's Day

"I'm very proud to work in an industry alongside such inspiring women. So many of the brightest, most talented thinkers and entrepreneurs that I am lucky enough to call my friends work in our sector and as such I think we represent a diverse element of the sisterhood!"

www.nhf.info

Hellen Ward, Co-founder & MD Richard Ward Salons & NBF Beauty Ambassador

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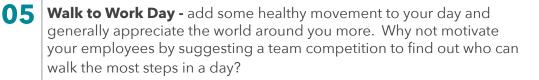
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APRIL 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 April Fool's Day	2	3	4	5 Walk to Work Day	6	7
8	9	10	11	12	13	14
15	16	17	18 Get To Know Your Customers Day	19 Good Friday	20	21 Easter Sunday
22 Easter Monday Earth Day	23 St George's Day	24	25	26	27	28 London Marathon
29	30					



1 April Fool's Day - imagine the fun you can have...



- **21 Easter Sunday -** why not host an easter egg hunt in your salon or barbershop or just get creative with decorating.
- **28 London Marathon -** do you have a client who has taken part in the London Marathon? Why not reward them with a voucher or a free treatment.

Evening & creative events & webinars

The NHF/NBF holds several business events during the year which can help you grow your salon or barbershop, including:

- 5 steps to increase your profits
- How to get your business working for you
- Using social media to grrow your business
- Available to Members & non-members, book your places at www.nhf.info/events

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www.nhf.info

MAY 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1	2	3	4 Renewal Day	5 World Laughter Day
6 Early May bank holiday	7	8 National Receptionist Day		10	11	12
13 Sun Awareness Week	14	15	16	17	18	19
20		22	23	24	25	26
27 Spring bank holiday	28	29	30	31		



World Laughter Day - "life is better when you're laughing". Why not make a team member or client laugh today.

National Receptionist Day - celebrate your amazing front-of-house team! Without them, there's no way your day-to-day business could run smoothly. You know they deserve it!

3 Sun Awareness Week

Spotting the early signs of skin cancer

Hairdressers, beauty therapists and barbers can play a key role in helping to spot the early signs of skin cancer. But how do you know what to look for and what other advice you can offer? Read our blog at www.nhf.info/blog/skin-cancer

Renewal day - a date for your diaries...

NHF/NBF Members take a look at when your membership is due for a renewal and make sure it's in your diary! You don't want your membership to lapse as this means you will miss out on all your NHF/NBF Member benefits.

View all the benefits of being an NHF/NBF Member at www.nhf.info/benefits

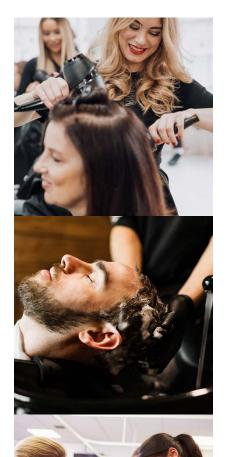
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JUNE 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1 Pride Month	2
3	4	5	6	7	8 National Best Friends Day	9
10	11	12	13	14	15	16 Father's Day
17	18	19	20	21 National Selfie Day World Music Day	22 Take Your Dog to Work Day	23
24	25	26 Beauty Therapist Day	27	28 Insurance Awareness Day	29	30 Social Media Day



3	National Best Friends Day - why not do a special promotion for	
	existing clients if they refer a friend!	

World Music Day - do you play music in your salon or barbershop?

Did you know? NHF/NBF Members get a discount off their PPL music licence!

- 21 National Selfie Day why not set up a selfie competition for your clients who are in need of a cut/treatment to send in, and the best selfie can win a discount off their next visit to your salon or barbershop!
- **Social Media Day -** start a hashtag, upload a photo, update your status! This could also be an opportunity to take a look at your social media insights and see which platform is working best for your salon or barbershop!

Are you making the most of social media?

There are plenty of opportunities to publicise your salon or barbershop. Don't ignore your social media channels: find out how to boost them by reading our blog at www.nhf.info/social-media

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Insurance Awareness Day

The NHF/NBF has partnered with Coversure Insurance Services to offer Members comprehensive cover specifically for salons and barbershops.

Members can enjoy peace of mind and a **20% discount** on their SalonSure Insurance cover.

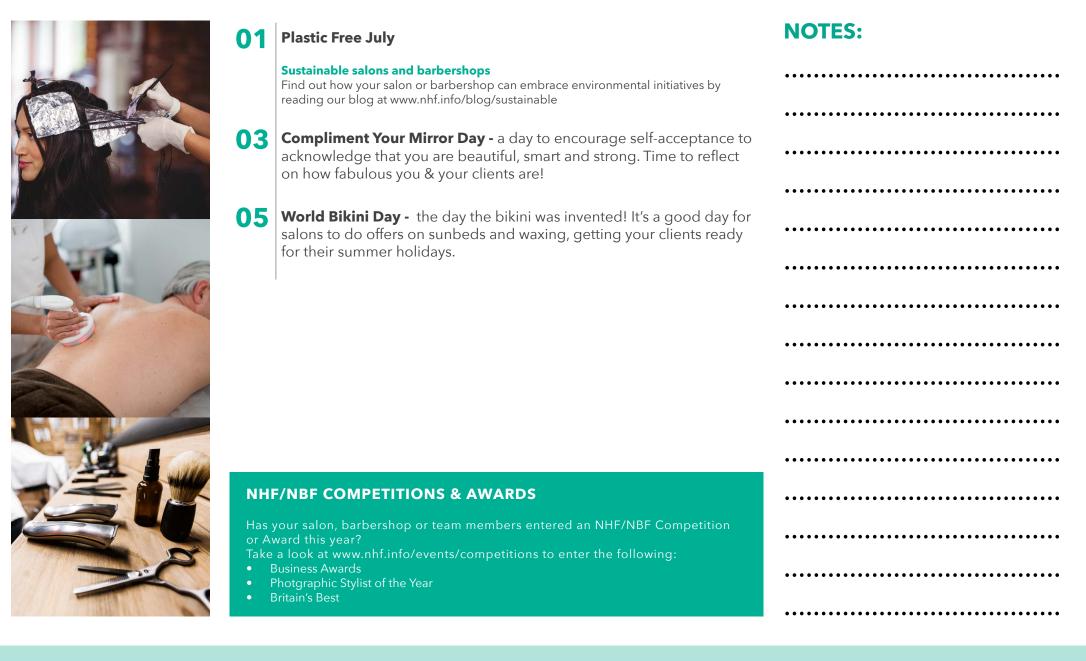
www.nhf.info

Find out more at www.nhf.info/benefits/salon-insurance/

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JULY 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Plastic Free July International Joke Day	2	3 Compliment Your Mirror Day	4	5 National Bikini Day	6	7
8	9	10		12	13	14
15	16	17 World Emoji Day	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



www.nhf.info

AUGUST 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Anti-Frizz Month			1 World Wide Web Day	2	3	4
5	6	7		9	10	11
12	13	14	15 National Relaxation Day	16 Men's Grooming Day	17	18
19 Photography Day	20	21	22	23		25
26 August bank holiday	27	28	29	30	31	



- **O1** Anti-Frizz Month this is the month to combat frizzy hair! You could do special offers on products or offer a free client consultation to clients struggling with frizzy hair before or after their appointments.
- **O1** World Wide Web Day find out more about www.nhf.info in the box below.
- **15** National Relaxation Day it's all about winding down and taking it easy today.
- **16 Men's Grooming Day -** encourages men to buy and use grooming products, and to proactively manage their appearance. Show the love to men visiting your salon or barbershop today!
- **19 Photography Day -** why not go out and snap a few photos today? Whether it's taking updated photos of your salon or barbershop interior/exterior (fingers crossed it's a sunny August day) or photos of your team to add to your social channels or website.

What can I find at www.nhf.info?

Available on our website is a whole host of invaluable resources including:

- Up-to-date news about the NHF/NBF & the hair/beauty industry.
- Events and competitions.
- Blogs covering a huge range of different topics.
- NHF/NBF shop.

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www.nl	nf.info
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SEPTEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1 Back to School Month
2	3	4	5 International Day of Charity	6 Read a Book Day	7	8
9	10 Swap Ideas Day	11	12	13		15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



05 International day of charity - find out more about the hairdressing industry's charity The Hairdressers' Charity below.

Read a Book Day - or a magazine? Find out how one of our Trade Members can help take the hassle out of keeping magazines in your salon or barbershop refreshed!

NHF/NBF Trade Member - DLT Magazines

DLT Magazines are the market leaders in providing hair and beauty salons with magazines. NHF/NBF Members can receive an exclusive discount off of their subscription, find out more at www.nhf.info/benefits/trade-members-directory

10 Swap Ideas Day - everybody should get together to share thoughts and ideas today! Why not make today an opportunity to have a team meeting to help take your salon or barbershop to the next level. Your clients might have some great ideas too!

The Hairdressers' Charity

The hairdressing industry's charity relies upon support from corporate sponsors and donations from the industry to fund its beneficiaries. You can get involved in their events which they run all year round.

www.nhf.info

Find out more at **www.thehairdresserscharity.org**

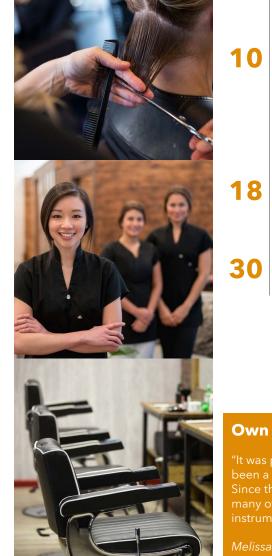
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HAIRDRESSERS

HARITY

OCTOBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Breast Cancer Awareness Month	1 International Coffee Day	2	3	4 World Smile Day	5	6
7		9 Own Business Day	10 World Mental Health Day	11	12	13
14	15	16	17	18 Get To Know Your Customers Day No Beard Day	19	20
21	22	23	24	25		27 Diwali
28	29	30	31 Halloween			



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Own Business Day - #loveownbusiness Hear from Business Awards New Business winner Melissa Timperley	NOTES:
below on how the NHF/NBF has helped her to run her own business.	••••••
World Mental Health Day - raising awareness of mental health issues and increasing education on the topic.	•••••••••••••••••••••••••••••••••••••••
	••••••
Dealing with a stressed salon or barbershop employee 16 million people experience a mental health problem each year. with stress being a major factor. Read our blog on how to deal with a stressed salon or barbershop employee at www.nhf.info/stressed-employee	••••••
	• • • • • • • • • • • • • • • • • • • •
No Beard Day - help your clients get prepared for Movember by giving them a clean shave ready to start all again for the month of November. You could also host a 'shave off' in your barbershop!	••••••
	•••••••
Halloween - get in to the spooky spirit and dress your salon or barbershop for Halloween!	••••••
	•••••••••••••••••••••••••••••••••••••••
	•••••
	•••••
Business day	•••••
particularly pleasing to me that we won the Best New Business Award as the NHF has part of our development from day one when I opened the doors in December 2016. en they have advised us on set-up, contracts, business structure, insurance and so	•••••
her areas. I have no doubt whatsoever that the team at the NHF/NBF have been	• • • • • • • • • • • • • • • • • • • •

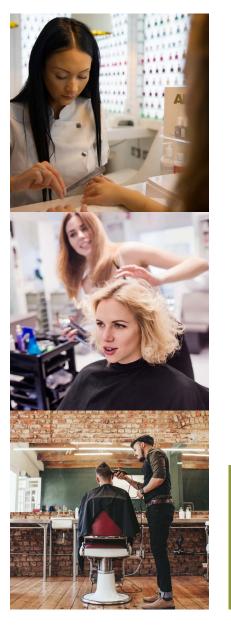
Melissa Timperley, Owner, Melissa Timperley Salons & NHF/NBF Member

www.nhf.info

NOVEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Movember				1 World Vegan Day	2	3 World Kindness Day
4	5 Bonfire Night	6	7	8	9	10
11 Remembrance Day	12	13	14	15	16	17 International Students' Day
18	19 International Men's Day	20	21	22	23	24
25	26	27	28	29 Black Friday	30 Small Business Saturday	
					St Andrew's Day	

and the



O1 Movember - spend Movember growing a magnificent moustache and beard! Movember has accomplished incredible things for men's health awareness!

01 World Vegan Day

Sustainable salons and barbershops

Find out how your salon or barbershop can embrace veganism and other environmental initiatives by reading our blog at www.nhf.info/blog/sustainable

- **13** World Kindness Day the thing to remember is that kindness doesn't cost a thing!
- **29 Black Friday -** make sure to plan ahead the discounts you can offer to your clients, so that you can advertise your salon/babershop will be taking part!

www.nhf.info

30 Small Business Saturday - find out more by heading to www.smallbusinesssaturdayuk.com

19 November 2019 - International Men's Day

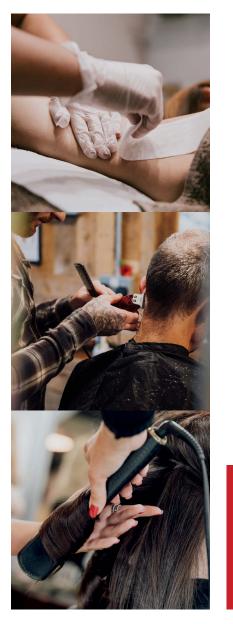
"Focus on the endgame; but remember to enjoy the journey!"

Ian Egerton, NHF/NBF Vice President

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DECEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
			_		_	•
2 Cyber Monday		4	5	6	/	8
9	10	11	12	13	14	15
				Christmas Jumper Day		
16	17	18	19	20	21 First Day of	22
					Winter	
23	•	25 Christmas Day	26 Boxing Day	27	28	29
30	31 New Year's Eve					



O1 Christmas countdown - will your salon or barbershop take part in the 12 days of Christmas? You could hold giveaways , Instagram competitions, gift card prizes etc.

O2 Cyber Monday - a day to encourage people to shop online. If you have a booking system on your website you could offer a discount off any treatment booked on this day.

13 Christmas Jumper Day - involve your salon or barbershop team and get them to wear their most festive-get-up, hold a competition for the best/worst Christmas Jumper in 2019! (You could even get your clients involved too.)

A very Merry Christmas and a Happy New Year to you all!

We wish you and your salon or barbershop continued success in 2020.

From, the NHF/NBF team

www.nhf.info

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