



2019

**Social Media &
Marketing Calendar**





Supporting the hair, beauty
and barbering industries

JANUARY 2019

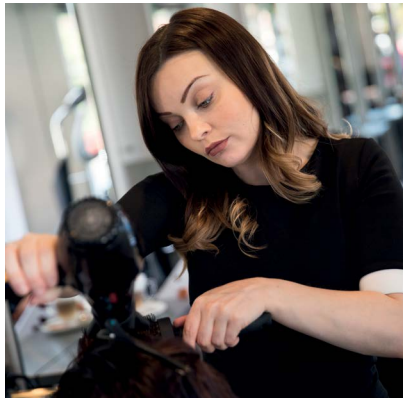
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<i>Dry January begins!</i>	1 <i>New Year's Day!</i>	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18 <i>Get To Know Your Customers Day</i>	19	20
21 <i>Blue Monday</i>	22	23	24 <i>National Compliment Day</i>	25 <i>Have Fun at Work Day</i>	26	27
28	29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



FEBRUARY 2019

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

KEY DATES



05 Safer Internet Day - "Together for a better internet"

Protect your hair & beauty business from cyber threats

Is your business an easy target for cyber attacks and hackers? Read our blog at www.nhf.info/cyber-threats

07 Send a Card to a Friend Day - if your salon or barbershop does postal marketing activities why not send a friendly card to your clients? The card could include an offer, information about a new product/service or any events you have coming up.

14 Valentine's Day - use the day to add some little special touches this could heart shaped biscuits or sweets, or a heart shaped template for sprinkling toppings on your coffees.

15 Singles Awareness Day - how about hosting a singles night at your salon or barbershop?

17 Random Acts of Kindness Day - for the week leading up to this day you could have special vouchers in your salon or barbershop which your team can 'randomly' hand out to clients.

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Valentine's Day is a marketing opportunity not to be missed!

- February tends to be a quiet month in the hair and beauty industry so make the most of this opportunity throughout the *whole* month!
- Use the day to start conversations, add humour and share information on your social media channels.
- Look at your different audiences and your potential to increase profit through retail sales.

Alice Kirby, Lockhart Meyer Salon Marketing & NHF/NBF Trade Member

MARCH 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1 <i>St David's Day</i>	2 	3
				Wedding Planning Day		
4 <i>National Apprenticeship Week</i>	5 <i>Shrove Tuesday/ Pancake Day</i>	6	7	8 <i>International Women's Day</i>		10 <i>Dry Shampoo Day</i>
11 		13	14	15	16	17 <i>St Patrick's Day</i>
18	19 <i>Client's Day</i>	20 <i>International Day of Happiness</i>	21	22	23	24
25	26 		28	29	30	31 <i>Mother's Day</i> <i>Daylight Saving Time</i>

APRIL 2019

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



MAY 2019

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

JUNE 2019

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

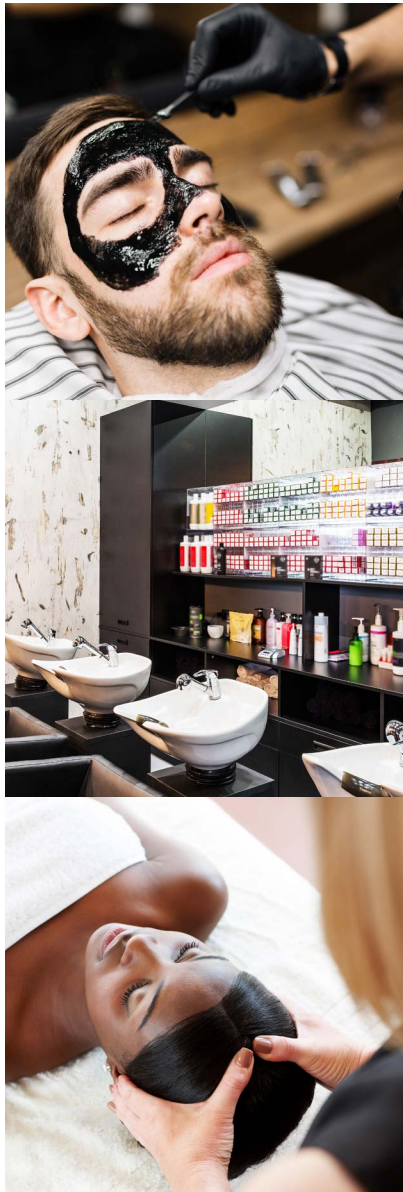
JULY 2019

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

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	

KEY DATES



- 01 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.
- 01 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.

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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.

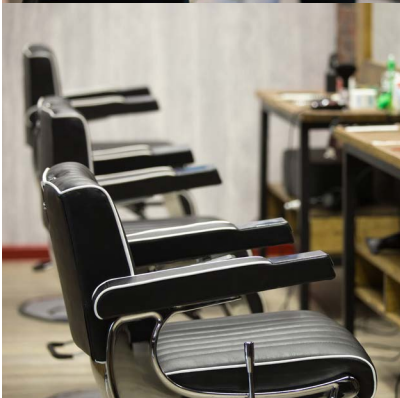
SEPTEMBER 2019

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

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			

KEY DATES



09 Own Business Day - #loveownbusiness
Hear from Business Awards New Business winner Melissa Timperley below on how the NHF/NBF has helped her to run her own business.

10 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

18 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!

30 Halloween - get in to the spooky spirit and dress your salon or barbershop for Halloween!

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Own Business day

"It was particularly pleasing to me that we won the Best New Business Award as the NHF has been a part of our development from day one when I opened the doors in December 2016. Since then they have advised us on set-up, contracts, business structure, insurance and so many other areas. I have no doubt whatsoever that the team at the NHF/NBF have been instrumental in our success - and the success of many other salons also."

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

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	

DECEMBER 2019

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2 <i>Cyber Monday</i>		4	5	6	7	8
9	10	11	12	13 <i>Christmas Jumper Day</i>	14	15
16	17	18	19	20	21 <i>First Day of Winter</i>	22
23	24 <i>Christmas Eve</i>	25 <i>Christmas Day</i>	26 <i>Boxing Day</i>	27	28	29
30	31 <i>New Year's Eve</i>					



