

September:
Small Business Content Guide

National Days + Easy Social Media Ideas

Need something to post this month? These National Days and seasonal moments are easy opportunities to show a little personality, connect with your audience, and give your business something timely to talk about.

You don't have to use every day. Choose the ones that naturally fit your business and make them your own!

EDM CREATIVE
BUILT ON CREATIVE ROOTS.

SEPTEMBER 6: National Read a Book Day

BEST FOR: GRAPHIC • CAROUSEL • STORY

POST IDEA:
Share what you're currently reading, your favorite book, or a few books you recommend.

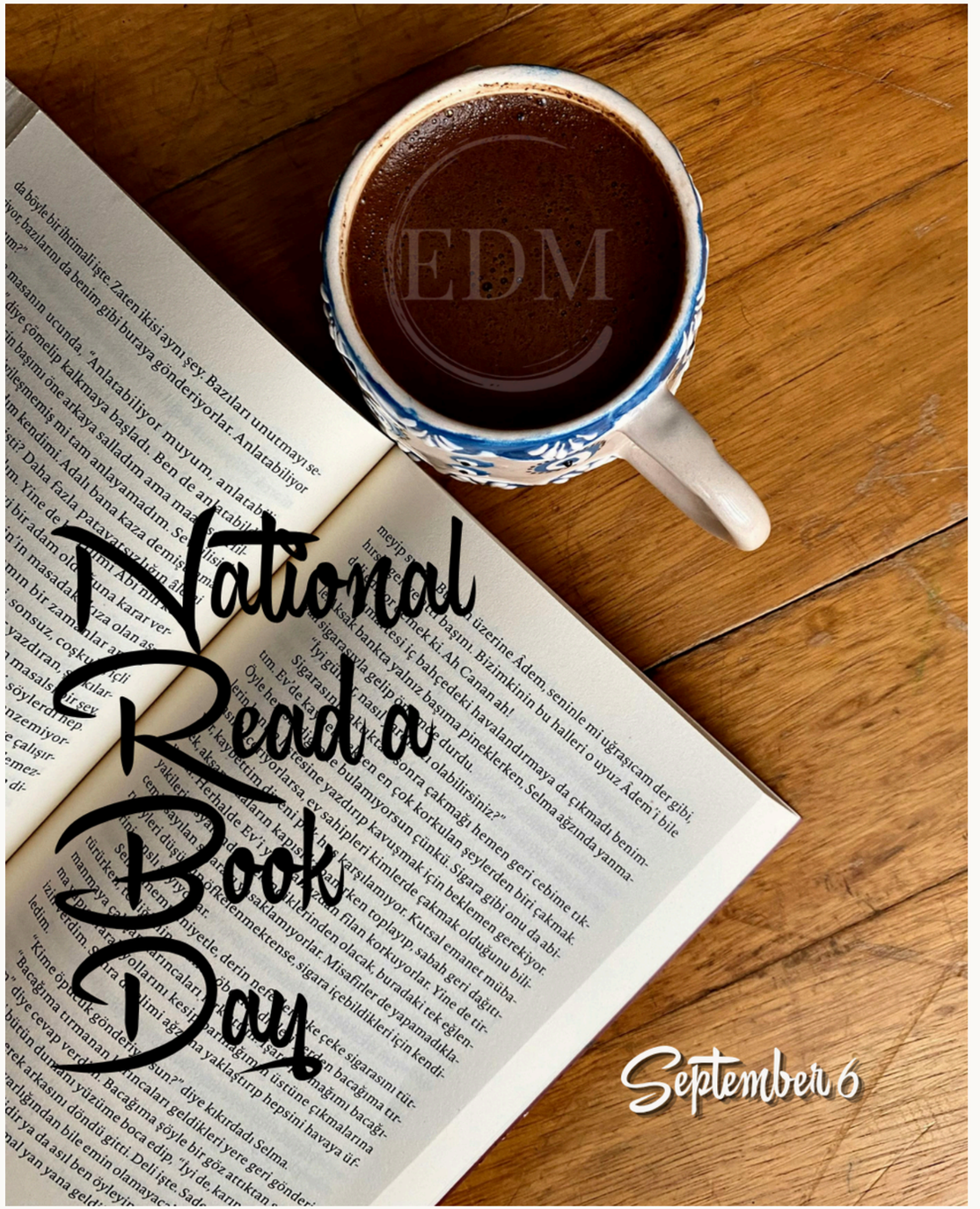
Businesses can also put their own spin on it by sharing books related to their industry, business, community, or personal interests.

MAKE IT A CAROUSEL:
- Create a "What We're Reading" post featuring:
  - Your current read
  - Employee favorites
  - Your top 3 business books
  - Your favorite local author
  - Books your customers might enjoy

STORY IDEA
- Use a question sticker:
  - "What's the best book you've read lately?"
- Create a poll:
  - Fiction or nonfiction?

BUSINESS SPIN
Retail: Style a product photo with your current book.
Restaurant/Coffee Shop: Share the perfect drink or menu item to enjoy while reading.
Realtor: Share favorite home, decorating, local history, or business books.
Service Business: Recommend a book that has helped you personally or professionally.
Team-Based Business: Ask employees to share their favorite books.

CTA IDEA
I'm always looking for my next read. What book should I add to my list?



SEPTEMBER 7: Labor Day
BEST FOR: GRAPHIC • STORY

POST IDEA:

Keep Labor Day simple.

Share a branded Labor Day graphic and use the caption to thank the employees, customers, clients, vendors, makers, tradespeople, or community members who help keep your business moving.

If your business has special Labor Day hours, this is also a good place to share them.

STORY IDEA

Give people a quick behind-the-scenes look at the work that goes into your business.

Think:

- Opening the shop
- Packing orders
- Setting up equipment
- Preparing food
- Working on a client project
- Loading the truck
- Cleaning up after the day

Add:

“A little of what happens behind the scenes.”

BUSINESS SPIN

Make this one about the people and work behind your business, rather than simply posting “Happy Labor Day.”

CTA IDEA

Here’s to everyone putting in the work to keep our local businesses and communities going.



SEPTEMBER 10: National School Picture Day
BEST FOR: REEL

POST IDEA
Dig into the archives!
Share old school pictures of yourself, your employees, or your business partners.
The more questionable the haircut, outfit, glasses, or backdrop, the better.

REEL IDEA
Start with your National School Picture Day graphic as the Reel cover.
Then show school photos through the years with short text overlays.

Examples:
“Pigtails & big dreams.”
“Marketing professional now…”
“…questionable bangs then.”

End with:
“Your turn. Dig into the archives.”

STORY IDEA
Post one old school picture and add:
“Guess what year this was.”

Or use a poll:
Would you bring this hairstyle back?
YES / ABSOLUTELY NOT

BUSINESS SPIN
Have your staff submit their school pictures and let followers guess who is who.
This is especially fun for salons, boutiques, restaurants, real estate offices, schools, family businesses, medical offices, gyms, and other businesses where customers know the team.

CTA IDEA
Okay, your turn. What school-picture era would you rather forget?



SEPTEMBER 11: Patriot Day and National Day of Service and Remembrance
BEST FOR: GRAPHIC

POST IDEA:

Keep this post simple, respectful, and focused on remembrance.

This is not a day that needs a promotional tie-in.

Share a thoughtful graphic recognizing those who lost their lives on September 11, 2001, the first responders who served, and those whose lives were forever changed.

OPTIONAL STORY IDEA

If appropriate for your business or community, share information about a local remembrance ceremony, volunteer opportunity, blood drive, first responder organization, or community service project.

KEEP IN MIND

Avoid sales language, promotional offers, hashtags designed for reach, or trying to force your product or service into the conversation.

Sometimes the right marketing decision is simply to acknowledge the day.



SEPTEMBER 14: National Live Creative Day
BEST FOR: REEL • STORY

POST IDEA
This one is made for small businesses because creativity happens in far more places than an art studio. Show people how creativity appears in YOUR business.

REEL IDEA
Film several quick clips of your creative process.

Examples:
- Designing
- Decorating
- Styling
- Cooking
- Photographing
- Writing
- Packaging
- Building
- Sewing
- Brainstorming
- Creating a display
- Solving a customer problem

Add text:
“Creativity looks different in every business.”

STORY IDEA
Show something you're currently working on before it is finished.

Add:
“A little behind-the-scenes creativity today…”

BUSINESS SPIN
Creativity can mean designing a logo, plating a meal, arranging flowers, solving a plumbing problem, merchandising a store, decorating a home, creating a lesson plan, or finding a better way to serve a customer.

CTA IDEA
Where does creativity show up in what you do?



SEPTEMBER 18
National POW/MIA Recognition Day

BEST FOR: GRAPHIC

POST IDEA

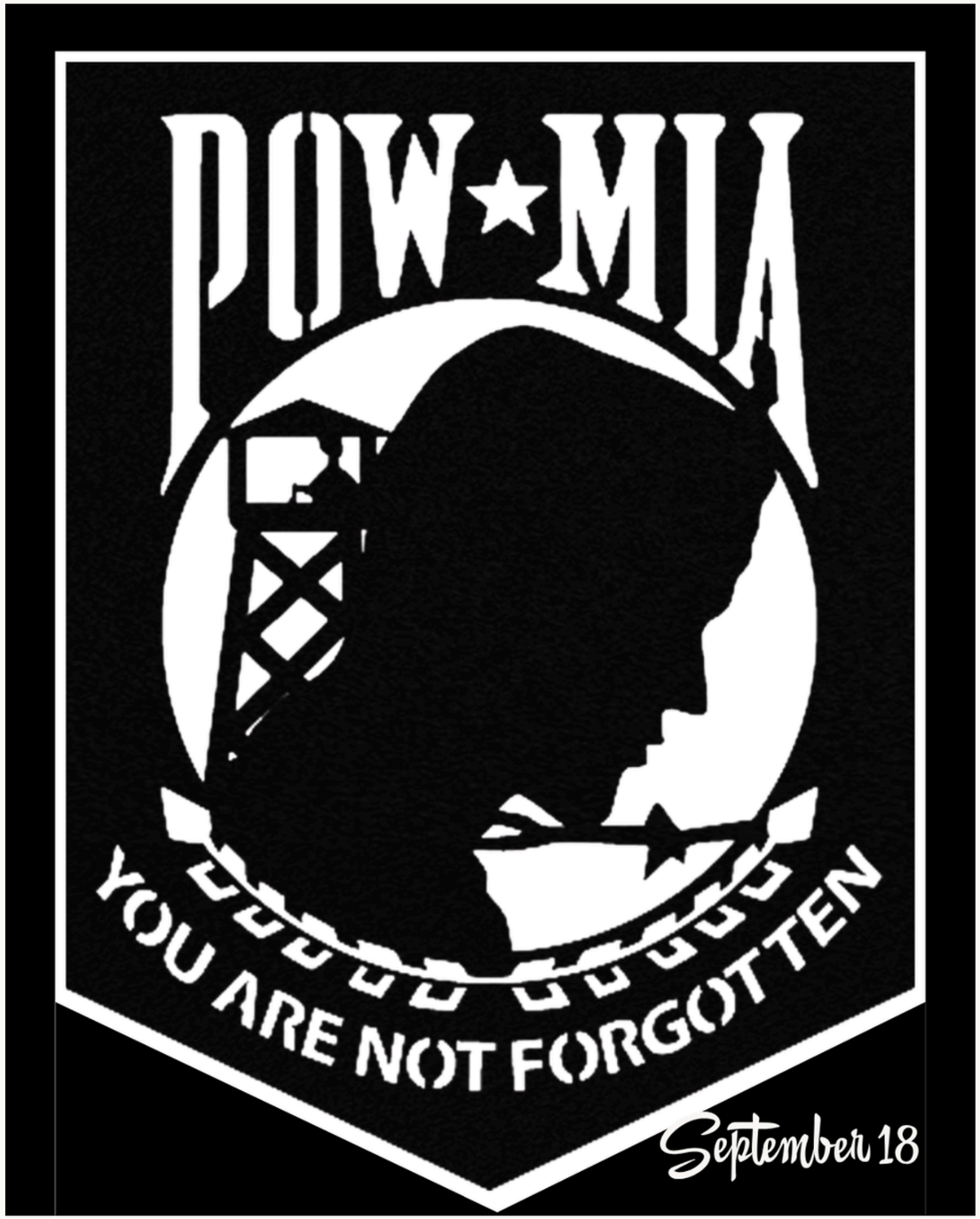
Keep this post respectful and simple.
National POW/MIA Recognition Day honors American prisoners of war and those who remain missing in action.
A thoughtful recognition graphic is enough.

OPTIONAL BUSINESS CONNECTION

Businesses with a meaningful connection to the military, veterans, military families, or service organizations may choose to share that connection or highlight a local organization.
Avoid creating a promotional offer simply for the sake of connecting your business to the day.

SIMPLE MESSAGE

We remember and honor those who were prisoners of war and those who remain missing in action. You are not forgotten.



SEPTEMBER 19: National Dance Day
BEST FOR: REEL • STORY

POST IDEA
This is your permission slip to loosen up a little.
Create a short Reel using music and movement that fits your business personality.
You do NOT need professional dance moves.
In fact, questionable dance moves may be considerably more entertaining.

REEL IDEAS:
- Employees doing a quick dance
- Dancing while opening the store
- A “when the customer says yes” celebration
- Dancing with your product
- Before-and-after transition
- A trending dance adapted to your business
- Customers or team members joining in

DON'T WANT TO DANCE?
Show movement instead.
A baker decorating.
A hairstylist working.
A maker sewing.
A server carrying plates.
A landscaper at work.
Add upbeat music and you still have a great National Dance Day Reel.

STORY IDEA
Poll your audience:
- Are you dancing in public?
  - ABSOLUTELY / ONLY IN MY KITCHEN

CTA IDEA
What's the one song that will get you on the dance floor every time?



SEPTEMBER 22: First Day of Fall
BEST FOR: GRAPHIC • REEL • STORY

POST IDEA
Fall content officially has permission to take over.
Use this day to introduce your fall products, services, promotions, events, colors, menu items, décor, or seasonal plans.

REEL IDEA
Create a quick transition from summer to fall.

Examples:
- Change your store display
- Swap summer products for fall products
- Decorate your office
- Introduce fall menu items
- Show seasonal inventory arriving
- Change your wardrobe
- Show a fall-inspired service or project

Start with:
“POV: Fall has entered the business.”

STORY IDEA:
Use polls to get your audience involved.
Pumpkin spice: YES or NO?
Fall decorating: Already done / Not yet
Summer forever / Bring on fall

BUSINESS SPIN:
This is also a great day to remind customers about:
- Fall appointments
- Seasonal services
- Upcoming events
- Holiday ordering
- Fall inventory
- Limited-time products

CTA IDEA:
What's the first thing that officially makes it feel like fall to you?



SEPTEMBER 26: National Pancake Day
BEST FOR: STORY • REEL

POST IDEA
Your business does not need to sell pancakes to have fun with this one.
Food-related National Days are perfect for light, personality-driven content.
STORY IDEA:

- Post: Important business research: Pancakes or waffles?
  - Use a poll.
- What's going on your pancake stack?
  - Then offer choices:
    - Butter
    - Syrup
    - Fruit
    - Chocolate chips
    - All of the above

REEL IDEA
If your team is comfortable on camera, ask everyone:
“What's your perfect pancake topping?”
Cut the answers together into one quick Reel.

BUSINESS SPIN:

Restaurants/Cafés: This one is obvious. Show the pancakes.
Retail: Create a pancake-inspired product grouping or simply join the conversation.
Service Business: Use it as an easy personality post.
Local Business: Tag your favorite local breakfast spot and give another small business some love.

CTA IDEA
Settle it for us: pancakes or waffles?



SEPTEMBER 29: National Coffee Day
BEST FOR: REEL • STORY • GRAPHIC

POST IDEA
Coffee and small business are practically coworkers.
Show the coffee behind the business.
Share your morning order, favorite mug, local coffee shop, coffee station, or the cup that accompanies you through the workday.

REEL IDEA
Film your morning coffee routine followed by clips of your workday.

- **Text idea:**
  - “Step 1: Coffee.
  - Step 2: Run the business.”
- Ask each employee to reveal their coffee order.

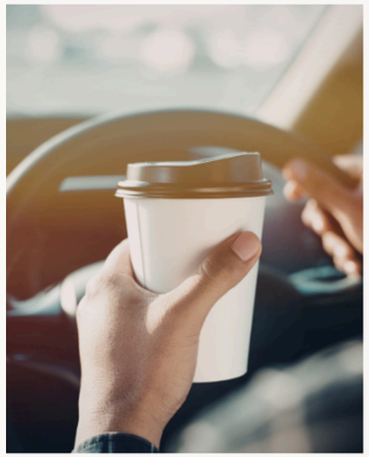
STORY IDEA

- Create a coffee poll:
  - How do you take your coffee?
  - BLACK / LOAD IT UP
  - Hot or iced?
  - Coffee at home or coffee shop?

SUPPORT LOCAL IDEA
Feature your favorite locally owned coffee shop. Tag them and tell your followers what you order. Cross-promoting another small business is an easy way to build community while creating content.

CTA IDEA
What's your coffee order? Be specific. We're judging lovingly.








You do not need to post for every National Day. The best content is the content that makes sense for your business, your audience, and your personality.

Choose a few opportunities each month and use them to:

- Show personality
- Start conversations
- Introduce your team
- Highlight products or services
- Share behind-the-scenes moments
- Support another local business
- Give your audience an easy reason to interact

EDM

The goal isn't to fill your feed with random holidays. The goal is to use timely moments as an easy starting point for content that still feels like you.

Need help turning ideas into actual content?
EDM Creative helps small businesses with social media, email marketing, websites, and creative content.

EDM CREATIVE
BUILT ON CREATIVE ROOTS.

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