

Customizable Sample National Pizza Month Social Calendar -- OCTOBER

Use the National Pizza Month Logo on every post or video for the entire month of October GET LOGO: https://pizzatoday.com/wp-content/uploads/2022/07/NPM_logo_2022.png

Day	Date	National Holiday	Theme	Content Type	Facebook Copy	Instagram Copy	Twitter Copy	Link/Image Link	Notes
Sunday	10/1	National Pizza Month	Kickoff	video					This is your opportunity to invite your customers to celebrate National Pizza Month. Show your food, your place and your staff, as well as the passion you put into pizza. Highlight what you have planned for the month. Short video or longer video works well here.
Sunday	10/1	National Pizza Month	Kickoff	post					This is your opportunity to invite your customers to celebrate National Pizza Month. Show your food, your place and your staff, as well as the passion you put into pizza. Highlight what you have planned for the month. Short video or longer video works well here.
Monday	10/2	National Disability Employment Awareness Month	National Disability Employment Awareness Month Tie In	image/video					This is a great opportunity to showcase that disability employment is a pillar of your restaurant. Find a unique way to highlight that.
Monday	10/2		Meatless Monday	image					Feature a vegetable pizza special.
Tuesday	10/3		Topping Tuesday	Image/Video Short					Feature one of your best-selling pizza toppings or unique toppings. Make people drool. (YOU COULD DO THIS EVERY DAY OF THE MONTH) Let a great employee shine. Do a quick Q&A: Name, how long they have worked at the pizzeria, favorite thing about working at the pizzeria, favorite pizza and why. Don't forget to make a big deal about it with the staff and give that person a some kind of acknowledge
Wednesday	10/4		Way To Go Wednesday	Image					Post two images side by side of two of your best selling pizzas and challenge your customers to a Throwdown to see which one sells better that day. Let them tag themselves for a drawing for a free pizza of whichever one wins.
Thursday	10/5		Thursday Throwdown	Image					It's Pizza Friday. The biggest night of the week. Show how your crew pregames for the big night
Friday	10/6		Pizza Friday	video short					Show a photo of a customer enjoying your pizza at home or out and about. Link to your online ordering app.
Saturday	10/7		Saturday Vibes	image/link					Showcase a complete family meal.
Sunday	10/8		Sunday Supper	image					Make them drool and offer a pint and pizza special. "Grab a beer and a slice, throw in a breadstick."
Monday	10/9	National Pizza and a Beer Day	Your best pizza and beer	image					If you're an established pizzeria of 5 yrs or more, offer original pricing from the day you opened on one daypart only and on a single pizza item, whether that's a cheese pizza or a slice. Set the time limit and perimeters of the offer.
Tuesday	10/10		Orginal Price Lunch or Happy Hour						Show your best sausage pizza shot. Or if you make sausage in house, show the proces. Your' customers with appreciate your scratch made approach.
Wednesday	10/11	National Sausage Pizza Day	Top Selling Sausage Pizza						

Thursday	10/12	National Mushroom Day	Chef Takeover Thursday	Video	Partner with another hot local restaurant not in your cuisining category. Invite them in for One Night Only to create a specialty pizza. Create a video of them making the pizza and blast the can't miss opportunity on social.
Friday	10/13		Fun Friday	Post	Schedule 2-3 posts with interesting little facts about your pizzeria. Think history, dough-making "secrets", number of pepperonis, etc.
Saturday	10/14		Saturday Slice	Image	Show a gorgeous shot of a popular pizza slice.
Sunday	10/15		Mushroom Pizza	image	Mushroom is a top-five pizza topping. Highlight your best mushroom pizza. Get down to the type of mushrooms you use and how you prepare them.
Monday	10/16		Monday Melt	Video Short	Make them drool with a slow-motion cheese pull.
Tuesday	10/17		Team Takeover Tuesday	video/post/image	Give a crew member the opportunity to takeover your social accounts for a shift or a day. Of course, give perimeters but let them have some fun this it and showcase some employee behind the scenes content. (YOU COULD DO THIS WEEKLY)
Wednesday	10/18		Wednesday What The...	Image or Video Short	Show something cool or magical about what you do. Think crumb structure, fast motion pizza bake, dough throwing, etc.
Thursday	10/19		Throwback Thursday	Image or Video Short	Show a photo of the day you opened. Share a story about it. Get personal. Let your customer get to know you and the passion you have for the business. Better yet use the trending audio that people are using to share where you started and where you are now.
Friday	10/20		FriYAY	image or video short	Share a fun behind the scene pizza-making video or blooper.
Saturday	10/21		Saturday Mood	Video Short	Go ASMR with pizza. Let them hear the sound of cutting a pizza or working an oven. It's mesmerizing and enticing.
Sunday	10/22	Sunday Session	Reel/TikTok	Show how to make something your are famus for. Could be your garlic butter, breadsticks, dough. Think education session from your kitchen.	
Monday	10/23	Monday Motivation	Image Graphic	Share a favorite short quote about pizza or the biz on an image of mouthwatering pizza.	
Tuesday	10/24	Tasty Tuesday	Slow-motion video	Video a finished pizza with a slow-mo pan over it. If you have a great cheese pull, go for it.	
Wednesday	10/25	World Pizza Maker Day	Maker Focus	video short or long video	Show your pizza makers doing what they do best. Share their passion and techniques. Thank them for being the best.
Thursday	10/26	Weekend Pregame	Video short	Weekends are huge. Show a fun video of prep whether that's fast box folding, balling dough, veg chop, etc.	
Friday	10/27	Find It Friday	image	Have a little in store scavenger hunt with customers. Share a hint photo of something they need to find.	
Saturday	10/28	National Make a Difference Day	Shwocase a giving or volunteer program	image	Share a post about one giving or volunteer porgram you have and why you value it.
Sunday	10/29	Sunday Funday	Video Short	Share an element of your dining experience that makes it fun.	
Monday	10/30	Halloween Eve	Image or Video Short	Have fun with a Halloween Eve post. Share a Halloween pizza or special.	
Tuesday	10/31	Halloween	Halloween	Image	It's one of the biggest days in the pizza buziness. Post a fun Halloween photo and post.