

Customizable Sample National Pizza Month Social Calendar -- OCTOBER

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Day	Date	National Holiday	Theme	Content Type	Facebook Copy	Instagram Copy	Twitter Copy	Link/Image Link	Notes
Wednesday	10/1	National Pizza Month	Kickoff	video	<p>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.</p> <p>•Hashtags: #NationalPizzaMonth #PizzaMonthKickoff #CelebratePizza #PizzeriaVibes</p>				
Thursday	10/2	National Disability Employment Awareness Month	National Disability Employment Awareness Month Tie In	image/video	<p>This is a great opportunity to showcase that disability employment is a pillar of your restaurant. Find a unique way to highlight that. •Hashtags: #NationalDisabilityEmploymentAwarenessMonth #PizzeriaWithPurpose #DisabilityAwareness #CommunityMatters #MakingADifference</p>				
Thursday	10/2		"Pizza Fun Facts"	Carousel	<p>Share quirky pizza trivia with bold graphics. We have a LIST OF FUN PIZZA FACTS for you!</p> <p>https://pizzatoday.com/topics/industry-news/36-pizza-fun-facts/</p> <p>•Hashtags: #PizzaFacts #DidYouKnow #FoodieFun #PizzaLove #PizzeriaLife #FoodTrivia #CheesyGoodness</p>				
Friday	10/3		Pizza Friday	video short	<p>It's Pizza Friday. The biggest night of the week. Show how your crew pregames for the big night. •Hashtags: #PizzaFriday #FridayNightPizza #PizzaNightDoneRight #FridayVibes</p> <p>Show a photo of a customer enjoying your pizza at home or out and about.</p> <p>Link to your online ordering app.</p>				
Saturday	10/4		Saturday Vibes	image/link	<p>•Hashtags: #SaturdayVibes #WeekendEats #OrderPizzaOnline #PizzaAtHome #PizzaToGo #WeekendGoals #PizzaDelivered</p> <p>Showcase a complete family meal.</p> <p>•Hashtags: #SundaySupper #FamilyPizzaNight #WeekendEats #PizzaAndFamily #SundayVibes #FamilyDinnerGoals</p>				
Sunday	10/5		Sunday Supper	image	<p>Create a graphic with a poll: "Thin crust vs. Deep dish – which team are you on?"</p> <p>🗳️ []</p> <p>•Hashtags: #PizzaPoll #TeamThinCrust #TeamDeepDish #FoodieDebate #PizzaLove #CheesePull #FoodieFun</p>				
Monday	10/6		"Pizza Poll"	Poll					

Tuesday	10/7	National Pizza and a Beer Day	Topping Tuesday	Image/Video Short	<p>Feature one of your best-selling pizza toppings or unique toppings. Make people drool. (YOU COULD DO THIS EVERY DAY OF THE MONTH) Caption: "What's your go-to topping combo? 🍕👉 Comment below!"</p> <p>•Hashtags: #ToppingsTuesday #PizzaToppings #FoodieFavorites #PizzaArt #PizzeriaLove #CheesePlease #Foodstagram</p> <p>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</p> <p>•Hashtags: #WayToGoWednesday #EmployeeSpotlight #TeamworkMakesTheDreamWork #PizzaHeroes #BehindThePizza #StaffAppreciation #WorkplaceVibes #PizzaTeamGoals</p>
Wednesday	10/8		Way To Go Wednesday	Image	<p>Make them drool and offer a pint and pizza special. "Grab a beer and a slice, throw in a breadstick." •Hashtags: #NationalPizzaAndBeerDay #PizzaAndBeer #PerfectPairing #BeerAndPizzaLove #PizzeriaVibes #FoodieFavorites #CraftBeerAndPizza #BeerLoversUnite</p>
Thursday	10/9		Your best pizza and beer	image	<p>Create a graphic with a fun quiz: "What pizza topping matches your personality? 🍕👉👤"</p> <p>•Hashtags: #PizzaQuiz #FoodieFun #PizzaLovers #CheesePull #PizzeriaLife #FoodTrivia #FoodieGoals</p>
Friday	10/10		Pizza Quiz	Image	<p>Show your best sausage pizza shot. Or if you make sausage in house, show the process. Your customers will appreciate your scratch made approach.</p> <p>•Hashtags: #NationalSausagePizzaDay #SausagePizzaLove #PizzaPerfection #CheeseAndSausageGoals #FoodieFavorites #SausageLovers</p>
Saturday	10/11		Top Selling Sausage Pizza		<p>Show how to make something you are famous for. Could be your garlic butter, breadsticks, dough. Think education session from your kitchen. •Hashtags: #SundaySession #BehindThePizza #PizzeriaSecrets #MadeFromScratch #PizzaEducation #KitchenGoals #PizzeriaVibes</p>
Sunday	10/12		Sunday Session	Reel/TikTok	<p>If you're an established pizzeria of 5 years 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 parameters of the offer.</p> <p>•Hashtags: #ThrowbackPricing #OriginalPricePizza #PizzeriaThrowback #PizzaHappyHour #LunchSpecials #PizzaDeals</p>
Monday	10/13		Original Price Lunch or Happy Hour		

Tuesday	10/14	National Mushroom Day	Pizza Hack	Video Short	<p>Share a quick tip, like reheating pizza in a skillet for a crispy crust.</p> <p>•Hashtags: #PizzaHack #FoodieTips #PizzaLovers #CheesePull #KitchenHacks #FoodieGoals #PizzeriaLife</p> <p>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. •Hashtags: #NationalMushroomDay #MushroomPizzaLove #TopToppingm#MushroomLovers #CheeseAndMushrooms #FoodieFavorites #MushroomMagic</p>
Wednesday	10/15		Mushroom Pizza	image	<p>Partner with another hot local restaurant not in your cuising 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. •Hashtags: #ChefTakeover #OneNightOnly #SpecialtyPizza #LocalCollab #CreativePizza #PizzaInnovation #BehindThePizza #CollaborationGoals</p>
Thursday	10/16		Chef Takeover Thursday	Video	<p>Feature a loyal customer enjoying pizza. Caption: "Meet [Name], a true pizza lover 🍕💕".</p> <p>•Hashtags: #CustomerSpotlight #PizzaLove #PizzeriaLife #FoodieFavorites #CheesePull #PizzaGoals #FoodieMood</p>
Friday	10/17		Customer Spotlight	Photo	<p>Go ASMR with pizza. Let them hear the sound of cutting a pizza or working an oven. It's memsorizing and enticing. Use captions like "Turn up the volume 🔊🍕".</p> <p>•Hashtags: #PizzaASMR #FoodieReels #SatisfyingSounds #PizzaLovers #CheesePull #FoodieGoals #PizzeriaLife</p>
Saturday	10/18		Saturday Mood	Video Short	<p>Post 3-5 pizzas with different toppings. Caption: "Which one are you picking? 🍕 []".</p> <p>•Hashtags: #ToppingShowdown #PizzaLovers #FoodieFavorites #CheesePull #PizzeriaVibes #FoodieFun #PizzaGoals</p>
Sunday	10/19		Topping Showdown	Carousel	<p>Share a funny pizza meme.</p> <p>•Hashtags: #PizzaMeme #FoodieFun #PizzaLovers #CheesePull #PizzeriaLife #FoodieMood #FoodieFavorites</p>
Monday	10/20		Pizza Meme Monday	Image Graphic	<p>Challenge followers to create their own pizza at home and tag you.</p> <p>•Hashtags: #PizzaChallenge #FoodieFun #PizzaLovers #CheesePull #PizzeriaLife #FoodieGoals #CreativePizza</p>
Tuesday	10/21		Pizza Challenge	Video	<p>Do a fun little giveaway. Like, Tag a Friend and Share. Random winner selection to receive X. •Hashtags: #WinningWednesday #GiveawayTime #PizzaGiveaway #TagToWin #FreePizza #ContestAlert</p>
Wednesday	10/22		Winning Wednesday	Image Graphic	<p>Weekends are huge. Show a fun video of prep whether that's fast box folding, balling dough, veg chop, etc. •Hashtags: #WeekendPregame #PizzaPrep #WeekendEats #FridayEveVibes</p>
Thursday	10/23		Weekend Pregame	Video short	

Friday	10/24	World Pizza Maker Day	Pizza Dance	Reel/TikTok	<p>Show your team dancing with pizzas to a trending song.</p> <p>•Hashtags: #PizzaDance #FoodieReels #PizzaLovers #CheesePull #PizzeriaLife #FoodieFun #PizzaVibes</p> <p>Show your pizza makers doing what they do best. Share their passion and techniques. Thank them for being the best.</p> <p>•Hashtags: #WorldPizzaMakerDay #PizzaMakersUnite #BehindThePizza #respectthecraft #PizzeriaHeroes #PizzaPassion #DoughMasters</p>
Saturday	10/25		Maker Focus	video short or long video	<p>Share a gorgeous shot of your best pizza and beverage pairing.</p> <p>Post a group of friends enjoying pizza. Caption: "Pizza nights = the best nights 🍕🍷".</p> <p>•Hashtags: #PizzaAndFriends #FoodieMood #PizzaLovers #CheesePull #PizzeriaVibes #FoodieFavorites #PizzaGoals</p>
Sunday	10/26		Sunday Chill	image	<p>Share a post about one giving or volunteer program you have and why you value it.</p> <p>•Hashtags: #NationalMakeADifferenceDay #MakeADifference #GivingBack #CommunityMatters #PizzeriaWithPurpose #PizzaForACause #CommunityLove</p>
Monday	10/27		Pizza & Friends	photo	<p>Feature art, photos, or creative pizza designs submitted by your followers. Encourage tagging your account for a chance to be featured.</p> <p>•Hashtags: #PizzaFanArt #CreativePizza #PizzaLovers #FoodieFun #PizzeriaVibes #CheesePull #FoodieFavorites</p>
Tuesday	10/28	National Make a Difference Day	Showcase a giving or volunteer program	image	<p>Have fun with a Halloween Eve post. Share a Halloween pizza or special.</p> <p>•Hashtags: #HalloweenEve #SpookyPizza #HalloweenSpecial #TrickOrTreatPizza #HalloweenVibes #SpookyEats</p>
Wednesday	10/29	Halloween	Pizza Fan Art	Carousel	<p>It's one of the biggest days in the pizza business. Post a fun Halloween photo and post.</p> <p>Hashtags: #Halloween #Halloweenpizza #SpookyPizza #HalloweenSpecial #TrickOrTreatPizza #HalloweenVibes #SpookyEats #pizzanight</p>
Thursday	10/30		Halloween Eve	Image or Video Short	
Friday	10/31		Halloween	Image	