31 st	Halloween	Could post "spooky"posts?	Allow employees at shops & company to dress up (appropriately)?
		Could post any halloween themed/focused products-Animal ears, head bands, etc.?	Could encourage door greetings with great costumes to bring customers?
		Could post employee halloween dress up pictures & videos from shops/company?	
		Could post IGTV's or videos of MISS A halloween looks-ambassadors?	
M ON TH	Breast Cancer Awareness	Post related content on media?	

2020 NOVEMBER			
Day of Month	**Holiday**	**Ideas**	
		Media-Wise	**Employee & Store-Wise**

1st	National Brush Day	Could promote toothbrushes?	Free gift of toothbrush online and in shops? (spending over $15)
		Post related content?	
3rd	Daylight Savings	Could post reminders to promote interaction?	
15th	National Recycling Day	Could promote recycling on media?	Free gift at shops & online ONE DAY-MISS A Bag? (Spends over $15)?
		Could promote recycling Miss A packages?	
		Promote reusable items (MISS A BAG)?	
		Could give fun facts about recycling on media?	
25th	International Day for the Elimination of Violence Against Women	Could post facts and bring awareness through platforms?	
		Could post related content?	
26th	Thanksgiving	Interactive media posts "What are you thankful for"?	

		Post related content?	
		Promote related/themed products?	
27th	Black Friday	Post sales, giveaways, or any plans?	
		Promote bundles!	
MONTH	Healthy Skin Month	Foreshadow skin care line coming soon?	

2020 DECEMBER

Day of Month	Holiday	Ideas	
		Media-Wise	**Employee & Store-Wise**
13th	National Salesperson Day	Post our sales associates and managers in shops-will bring people to locations?	
14th	National Free-Shipping Day		Online free shipping for a day? (May not be possible)
20th	National Ugly Sweater Day		Wear your ugly sweater to work?

24th	Christmas Eve	Could post Christmas Related posts?	
25th	Christmas Day	Could post Christmas Related posts?	
		Could post any Christmas related products - Wisp Green Mascara, etc.?	
		Could post employee Christmas dress up pictures & videos from shops/company?	
		Could post IGTV's or videos of MISS A Christmas looks- ambassadors?	
31st	New Years Eve	Could post New Years Related posts?	
		Foreshadow a "New" Product release?	
1-7th	National Handwashing Week	Promote AOA hand soaps sanitizers?	Free gift online and in shops- AOA hand soaps? (Spends over $15)
		Give handwashing facts on media?	