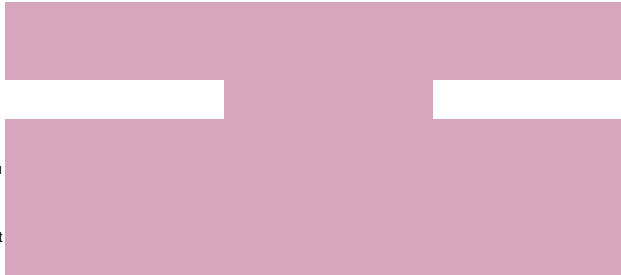


Customizable Sample National Pizza Month Social Calendar -- OCTOBER

Find more National Pizza Month Marketing Assets at <https://pizzatoday.com/nationalpizzamonth/>

Day	Date	National Holiday	Theme	Content Type	Facebook Copy	Instagram Copy	Twitter Copy	Link/Image Link	Notes
Tuesday	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.
Wednesday	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.
Wednesday	10/2		Way To Go Wednesday	Image					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
Thursday	10/3		Thursday Throwdown	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.
Friday	10/4		Pizza Friday	video short					It's Pizza Friday. The biggest night of the week. Show how your crew pregames for the big night
Saturday	10/5		Saturday Vibes	image/link					Show a photo of a customer enjoying your pizza at home or out and about. Link to your online ordering app.
Sunday	10/6		Sunday Supper	image					Showcase a complete family meal.
Monday	10/7		Meatless Monday	image					Feature a vegetable pizza special.
Tuesday	10/8		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)
Wednesday	10/9	National Pizza and a Beer Day	Your best pizza and beer	image					Make them drool and offer a pint and pizza special. "Grab a beer and a slice, throw in a breadstick." 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.
Thursday	10/10		Orginal Price Lunch or Happy Hour						

Friday	10/11	National Sausage Pizza Day	Top Selling Sausage Pizza		Show your best sausage pizza shot. Or if you make sausage in house, show the proces. Your' customers with appreciate your scratch made approach.
Saturday	10/12		Saturday Slice	Image	Show a gorgeous shot of a popular pizza slice.
Sunday	10/13		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	10/14		Monday Melt	Video Short	Make them drool with a slow-motion cheese pull.
Tuesday	10/15		National Mushroom Day	Mushroom Pizza	image
Wednesday	10/16	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	10/17	Chef Takeover Thursday		Video	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.
Friday	10/18	FriYAY		image or video short	Share a fun behind the scene pizza-making video or blooper.
Saturday	10/19	Saturday Mood		Video Short	Go ASMR with pizza. Let them hear the sound of cutting a pizza or working an oven. It's memsorizing and enticing.
Sunday	10/20	Sunday Funday	Video Short	Share an element of your dining experience that makes it fun.	
Monday	10/21	Monday Motivation	Image Graphic	Share a favorite short quote about pizza or the biz on an image of mouthwatering pizza.	
Tuesday	10/22	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	10/23	Winning Wednesday	Image Graphic	Do a fun little giveaway. Like, Tag a Friend and Share. Random winner selection to receive X.	
Thursday	10/24	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	10/25	World Pizza Maker Day	Maker Focus	video short or long video	Show your pizza makers doing what they do best. Share their passion and techiques. Thank them for being the best.
Saturday	10/26		Silly Saturday	Image Graphic	Share a funny pizza joke. Be sure it works with your brand.
Sunday	10/27		Sunday Chill	image	Share a gorgeous shot of your best pizza and beverage pairing.
Monday	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.
Tuesday	10/29		Technique Tuesday	Video Short	Share a video sharing how you do something, stretch dough, ball dough, turn the peel in the oven, etc.
Wednesday	10/30		Halloween Eve	Image or Video Short	Have fun with a Halloween Eve post. Share a Halloween pizza or special.



Thursday

10/31

Halloween

Halloween

Image

It's one of the biggest days in the pizza business. Post a fun Halloween photo and post.