

SUMMER 2025

# Approved. No Edits.

Because we nailed it the first time.

**FROM THE  
DESK OF  
THE EDITOR**

STRATEGY, TRENDS, AND  
CONTENT THAT CUTS  
THROUGH THE NOISE.

**THE BUSINESS  
OWNER'S DIGITAL  
PLAYBOOK**

**SPECIAL FEATURE:**

BUILDING A BRAND BEHIND THE  
SCENES, BECAUSE I WAS TIRED  
OF THE BS. YOU'RE WELCOME.

 **The  
Creative  
Circus**

PULL BACK THE  
CURTAIN. IT'S  
WORSE THAN  
YOU THOUGHT.

**SEASONAL  
CONTENT  
CALENDAR DROP**



CREATIVITY NEVER TAKES A VACATION.

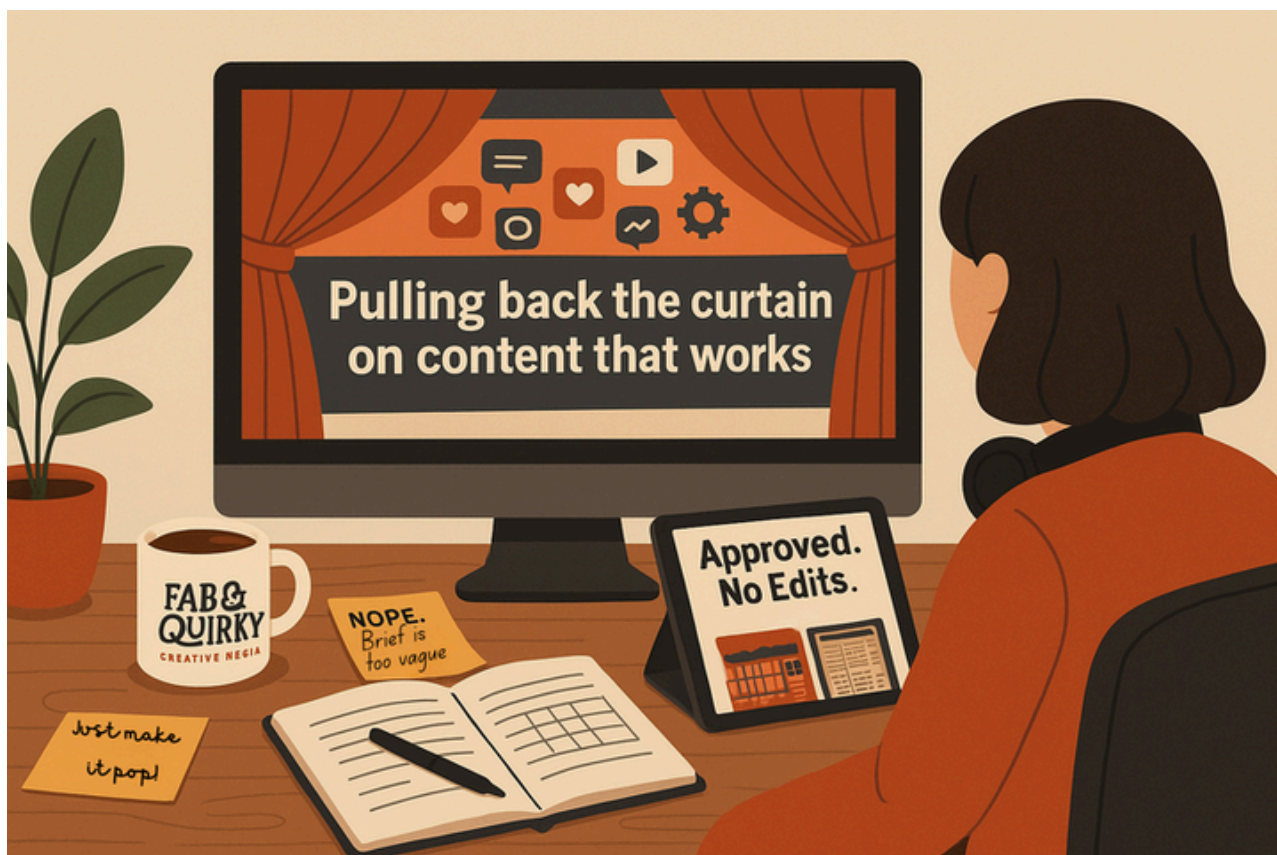
INSPIRATION  
EXISTS, BUT  
IT HAS TO  
FIND YOU  
WORKING.

-PABLO PICASSO

So if you spot us at  
a barbecue with a  
laptop and a  
cocktail, just know,  
that's the creative  
process.

APPROVED. NO EDITS.

# In this issue



## 3 **From the Desk of the Editor**

A personal note to kick things off — exploring what's hot, what's weird, and what's changing in the chronically online world of content.

## 17 **The Creative Circus**

Meet the cast of characters that haunt every creative brainstorm. A satirical look at agency life and the chaos we all know too well.

## 8 **The Business Owner's Digital Marketing Playbook**

Strategy that makes sense, content that connects, and guidance that doesn't suck. A straight-talking guide for brands trying to do social the smart way.

## 22 **Planning Your Content Calendar**

Burnout-proof your social media plan with our 3-pillar method for sustainable, seasonal content that still hits.

## 12 **Special Feature: Building the Brand**

A behind-the-scenes look at the launch of Fab & Quirky Creative Media. Moodboards, brand voice, and real talk about building a creative agency that feels different — because it is.

## 24 **Seasonal Content Calendar Drop**

Your quarterly inspo hit. A curated list of seasonal content prompts, awareness dates, and cheeky campaign ideas to keep your feed fresh.

# From the Editor

*Welcome to Issue No. 001 of Approved. No Edits.*

Let's be honest — starting something new is terrifying. This magazine. This brand. This whole “hey, let's build a company” thing. But here we are.

After 20 years in the creative industry (graphic design, content strategy, social media management, political campaigns, crisis comms — you name it), and years of freelancing on the side, I finally decided: enough with the piecemeal projects. Let's build something real.

So I started *Fab & Quirky Creative Media* — a studio for the brands, creatives, and businesses who want to show up online with clarity, not chaos. This isn't another cookie-cutter marketing agency that forgets your tone of voice, hijacks your strategy, or makes you feel replaceable. This is something better.

*Approved. No Edits.* is a reflection of that vision. Part creative therapy, part tactical support, part inside joke. If you've ever tried to “build a brand” and immediately felt overwhelmed by fonts, tone of voice, and what the hell to post next — same. You're not alone, and this magazine is for you.

We'll share real stories, practical tools, and painfully relatable chaos from behind the scenes.

Let's build the thing. Make the posts. Nail the brief.  
And actually enjoy the process.

— **Brittany** ✨

Editor-in-Chief

*Fab & Quirky Creative Media*





# FROM THE DESK OF THE EDITOR

What trends caught my eye  
(whether I like it or not)

APPROVED. NO EDITS.

# FROM THE DESK OF THE EDITOR



It feels surreal to finally say it: you're reading the very first issue of Approved. No Edits.

This magazine has been living in my Notes app, my Canva drafts, and—let's be honest—my brain for a long time. I created it for the people juggling client deadlines, trend cycles, and creative brain fog... all before lunchtime.

This one's for the chronically online — the ones who schedule posts from the pool, rewrite captions in their Notes app at 2 a.m., and still get excited when a Reel hits over 1,000 views. You know who you are. You care (sometimes too much), and it shows.

Let's get into what's trending... whether we like it or not.

## What's Trending (Whether We Like It or Not)

Where the algorithm goes, we follow — sometimes willingly, sometimes dragging our feet. This section is your curated scroll of what's hot, weird, unavoidable, and oddly effective in the content world right now.



### 🍓 The M&S Strawberries & Cream Sandwich

Is this the new Dubai chocolate? Maybe not — but it definitely had a moment.

It launched strong, earning a flurry of buzz in late June and early July. While reviews were... mixed, visibility is half the battle. People were talking — and when it comes to trend marketing, that's a win.

This wasn't a full reinvention — strawberries and cream are practically the unofficial flavor of British summer — but the twist was just weird enough to go viral. Even the tax office didn't know how to categorize it. Dessert? Sandwich? Yes?

As an American, it reminded me of a strawberry shortcake or a Victoria sponge — just drier. Interesting? Yes. Worth the price for half a sandwich? Debatable.

But maybe virality wasn't the goal. If the plan was to get people talking and drive foot traffic through curiosity, then M&S absolutely nailed it — even if it doesn't have staying power like Dubai chocolate did.



# What's Trending

## (Whether We Like It or Not)

### Fighting the Feed: Anti-Trend Culture

The influencer glow-up is losing its shine.

Audiences are tired of overly polished celebs selling products from their marble bathrooms. The second we see “commission paid,” the scroll reflex kicks in. Why? Because it’s not a review — it’s a pitch.

Enter: **Deinfluencing**.

People want real opinions from real people who actually spent their own money. The “anti-haul” and “honest review” trend shows that authenticity — even in small doses — still drives engagement.

This shift is less about being anti-product and more about being anti-BS. People are exhausted by algorithmically perfect consumerism. And it shows.



### FROM THE DESK OF THE EDITOR



### Are Iced Lattes Out? Dirty Sodas Are In.

No, iced lattes aren’t going anywhere — but dirty sodas are definitely having a moment.

Thanks to *The Secret Lives of Mormon Wives*, curious non-Mormon viewers are now obsessed with a drink that’s been big in Utah for years: the dirty soda.

Since Mormons typically don’t drink tea or coffee due to their religious health code, they’ve perfected the soda ritual. We’re talking 64-ounce cups filled with Diet Coke, flavored syrups — and the wildcard: a splash of coffee creamer.

Yes. Creamer. In soda.

Swig, a regional chain featured in the show, has gone viral — and with TikTok Shop pushing American coffee creamers to a curious UK audience, the ripple effect is real.



# What's Trending

## (Whether We Like It or Not)

### FROM THE DESK OF THE EDITOR



## The Rise of the Fake Podcast and Faux TED Talk

You've seen them. You scroll past what looks like a podcast clip — two people in front of mics, vibey lighting, headphones on — and you pause. Are they podcasting? Nope. They're actors. Or influencers. Or just people with good lighting and a ring light.

The fake podcast setup has become the aesthetic. Because if you want your point to land, just sit in front of a mic and look like you've been recording meaningful thoughts for Spotify. It's content theatre. And it works.

Same goes for the fake TED Talks. It's giving "Thought Leader Energy" — but make it performative. These aren't official TED stages, but the red circle, the headset mic, the gesturing hands? All carefully recreated for social media. It's not about delivering a groundbreaking idea. It's about looking like someone who delivers groundbreaking ideas.

This trend is part strategy, part satire, part "fake it 'til you make it" in action. And honestly? We're not mad at it. Because whether it's parody or a clever content hack, the format feels familiar — and that's what makes it scroll-stopping.



## Breaking the 4th Wall (and Possibly the Internet)

The "I have one daughter", "My boyfriend wants to show you something", and "My name is Pink" trends are all tapping into something big:

That little burst of theatrical, chaotic, self-aware energy that grabs attention.

These trends embrace eye contact, irony, and just enough aggression to go viral — and brands are starting to experiment with this too.

Expect more content that looks like a FaceTime call or mid-rant confession. The more curated the internet becomes, the more magnetic raw, awkward, and chaotic honesty feels.



## Trend Prediction: Chaos Is the New Cool

With the world on edge, Gen Z is channeling their anxiety into dark humor.

From WWII "fit checks" to clips of bombings set to Kesha or Katy Perry, there's a strange blend of coping and commentary in the content. Protests, politics, and panic are bleeding into the FYP.

This doesn't mean brands need to go full doomscore — but it does mean audiences are leaning toward content that reflects the world more honestly. That might mean less gloss and more grit.

Whether it's a meme, a protest sign, or a product launch, the content that breaks through right now feels personal, reactive, and maybe just a little bit chaotic.

# Editor's Rant



## Stop throwing money at bad content.

When you get a random DM or email saying, “We noticed your numbers could be better...”

and then they try to pitch you their pay-to-boost service — let’s be real. They’re insulting your content and then asking you to pay to promote it. No thanks.

Here’s the truth: **Going viral is not the same as being successful on social media.**

You can go viral all day long, but if your content isn’t speaking to the right people, isn’t aligned with your goals, or doesn’t drive engagement where it matters? It’s noise. Not strategy.

Unfiltered thoughts from behind the screen. This is the part where I stop pretending to be objective. It might be a vent. It might be a plea. It might be a lightly sarcastic open letter to a social platform. Either way, it’s honest.

Throwing money behind content that isn’t right doesn’t fix anything. I’ve seen a client put £10k behind influencer-made UGC videos — and those influencers weren’t properly briefed. The result? The views rolled in, sure... but the engagement rate? Dead on arrival.

Meanwhile, we made organic content with no promo spend that *actually* went viral — and more importantly, connected with the intended audience.

Here’s the secret sauce: **organic content often performs better because the algorithm can tell it’s good.** If you’re having to pay to get eyes on something, maybe the content isn’t pulling its weight.



So before you boost a flop, pause. Go back to your strategy. Rebuild from the roots — audience, message, intent. That’s how you get results instead of just numbers.

# FROM THE DESK OF THE EDITOR





# THE BUSINESS OWNER'S DIGITAL PLAYBOOK

Strategy that makes sense.

Content that connects.

Guidance that doesn't suck.

**YOU'RE BUSY. WE GET IT. BUT YOUR BRAND STILL NEEDS TO SHOW UP ONLINE — AND SLAPPING TOGETHER A POST AT 10PM WON'T CUT IT ANYMORE.**

Running a business is a full-time job (plus unpaid overtime), and digital marketing might feel like one more task on the never-ending list. But when content is treated as an afterthought, it shows — and your audience scrolls right past.

Here's the good news: you don't need to go viral. You don't need to dance. And you don't need a team of ten to build a brand people actually care about online. You just need strategy that makes sense — and someone who knows how to carry it out.

If you've got a creative person (or team), treat them like your brand's translator. They're turning your vision, voice, and values into something people can engage with. And if you don't have one yet? It's time to stop winging it and get one.

This playbook isn't about teaching you how to be a content creator — it's about helping you understand the process, set realistic expectations, and make your creative team's job (and yours) way easier.

**APPROVED. NO EDITS.**

# Understanding the Playbook

You don't have to become a content expert. But if you're leading a business, you need to understand the basics of how digital marketing actually works — not just what you think should be posted based on what your competitors are doing.

This isn't about micromanaging your creatives. It's about aligning your vision with their expertise so your content doesn't fall flat. Good strategy is the bridge between what your brand wants to say and what your audience actually hears.

Here's what that looks like in real life:

## Play #1: Strategy is the Starting Point

Before anyone opens Canva, before a caption is written or a video recorded — your team needs a brief. A real one. Not just, "Make it pop."

What's the goal? Who's the audience? What's the point of this post? Whether it's a product launch, a recruitment drive, or a brand awareness push, your content team can't read your mind. Vague direction leads to vague content — and that leads to low engagement, low conversion, and wasted time on both sides.



## Play #2: Not All Content Is Created Equal

There's a reason your team is pushing back when you ask them to "just reuse that TikTok for LinkedIn." Different platforms, different audiences, different energy.

A content creator worth their salt is thinking about scroll speed, attention span, tone, placement, dimensions, trends, and timing — all before they even hit record. That's not "just a quick post," that's a multi-layered craft.

Not every piece of content is meant to go viral. Some build trust. Some sell. Some create conversation. And when you support a team that understands how to balance those things, your digital presence becomes more than just noise — it becomes a brand.

Your job isn't to tell them what to post. It's to give them the space and the trust to build what works.

## Play #3: Feedback Loops, Not Fire Drills

If you want quality content, stop treating creatives like short-order cooks. Nothing kills momentum like last-minute approval bottlenecks or sudden direction changes the night before launch.

Create feedback structures that give your team time to adapt, not panic. Set expectations early. Make time for review rounds. And when you give feedback, be clear about the why. "I don't like it" isn't helpful — but "I'm worried the tone doesn't match our usual voice" gives your team something to work with.

When you treat content as an ongoing conversation, not a series of disconnected emergencies, you get stronger results — and a team that isn't constantly burnt out.

## Great content happens when clear strategy meets creative freedom.

## Empower your team, and the results will follow.

# 5 Ways to Make Life Easier for Your Creatives

## 01. Give Clear Briefs

Vague goals = vague content. Be specific about what you want, when you need it, and what success looks like.

## 02. Stick to Deadlines

Nothing kills creativity faster than last-minute chaos. Respect the calendar.

## 03. Limit Random Requests

Every “quick tweak” has a cost. Bundle feedback and respect boundaries.

## 04. Trust their Expertise

You hired them for a reason. Let them lead where they shine.

## 05. Celebrate Their Wins

A little recognition goes a long way — especially when someone’s been neck-deep in Canva for six hours.

**Your content team isn’t just decorating your brand. They’re building its personality, shaping how people see you, and creating real connection in a world that scrolls fast. Supporting them isn’t just a nice thing to do — it’s a smart strategy. The easier you make it for them to do their job well, the stronger your brand will show up.**



# The DIY Marketing Survival Kit

**No team? No problem. Here's how to keep your brand going when it's just you, yourself, and your fourth coffee.**

Whether you're building a business solo, bootstrapping the budget, or just not ready to outsource yet — we see you. Doing it all yourself is no joke, but a few smart habits can save you time, stress, and at least one existential spiral.

## 01. Set boundaries with your time.

You don't need to post daily to stay relevant. Create a schedule you can stick to — even if that's one post a week. Consistency beats burnout.

## 02. Templates are your best friend.

Don't reinvent the wheel. Use Canva (or whatever tool you like) to create a few go-to templates for posts, stories, and videos. Brand kits and plug-and-play designs are a lifesaver.

## 03. Batch create content when the mood hits.

Feeling inspired? Milk it. Film, write, and design as much as you can in that window. You'll thank yourself later during the inevitable “why did I think I could do this?” slump.

## 04. Keep a running list of content ideas.

Use your Notes app, a Trello board, sticky notes — whatever works. Great ideas always pop up when you're doing 10 other things. Capture them when they come.

## 05. Done is better than perfect.

No one cares that the lighting was weird or the font wasn't exactly right. Get your message out there. You can tweak it later — or just move on. No one's scrolling that deep.

**Marketing solo might feel like juggling flaming swords on a unicycle — but with the right tools and mindset, you'll be riding that chaos straight to brand recognition. You've got this (and we're cheering from the sidelines — iced coffee in hand).**



*Strategy that  
finds your  
audience.  
Content that  
makes them  
stay.*

Fab & Quirky Creative Media is a content studio for brands, creatives, and campaigns who want to stand out – not sell out.

Whether you need scroll-stopping video, a content plan that actually makes sense, or brand voice that doesn't sound like it was written by a robot with beige pants... I've got you.

I work with a small number of clients at a time to keep the work sharp, personal, and unapologetically high-quality.

Ready to make something brilliant?

Start here:

👉 [fabandquirkycreativemedia.co.uk/contact](https://fabandquirkycreativemedia.co.uk/contact)

Or send a DM via socials – I'm probably posting something mildly unhinged.

**FAB &  
QUIRKY**  
CREATIVE MEDIA

ADVERTISEMENT

Feature

# Building the Brand: A Fab & Quirky Journey



APPROVED. NO EDITS.



## Tired of the BS, I launched Fab & Quirky Creative Media instead. You're welcome.

After years of reshaping messy brand voices and watching bloated agencies miss the mark, I decided to build the studio I always wished existed. Fab & Quirky was born out of hard-earned experience and a firm belief that creative strategy should be bold, brilliant, and anything but beige. I've seen too many so-called "full-service agencies" bulldoze internal teams, deliver dull, overpriced content, and slap the word "bespoke" on it. I wanted better—for myself, for my clients, and for the brands that actually give a damn. So I built it.

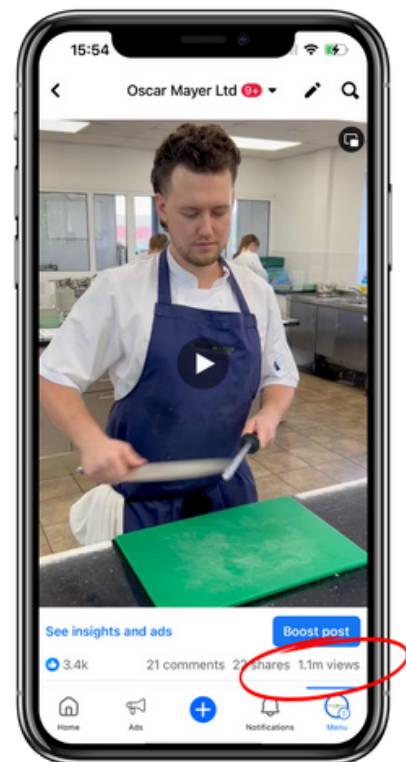
### The Problem with the Status Quo

#### Why the Old Way Wasn't Working

When I took over social media in-house for a company that had been working with a big-name agency, the difference was instant. The agency had been delivering expensive, uninspired content. One of my very first posts—a simple, unpolished video of an employee doing his job—went viral with 1.1 million views on Facebook. Why? Because it was real.

I used my knowledge of social media formats and engagement trends to create ASMR-style content: sharpening knives, chopping vegetables, ambient kitchen sounds. The internet loved it. No actors. No ad spend. Just great content rooted in authenticity. That's what happens when you understand how people actually use social media.

It's not just business I've marketed either. My experience includes working with political candidates and organizations to help them get their message out, build momentum, and gain support. Political campaigning is just another form of marketing — you're crafting a narrative, designing content, and persuading people to hit "add to cart" on a candidate at the ballot box. Messaging, visuals, trust-building — it all applies. And I've done it under pressure, with high stakes and tight deadlines.



*1.1 million views. Zero ad spend.*

*My first week on the job and the chef's knife skills broke the internet. Going viral isn't everything — but sometimes, it's a very nice surprise. Proof that authenticity (and a good knife sharpening) still cuts through the noise.*

# The Fab & Quirky Approach

## From Freelance to Full-Fledged Studio

Starting the company? That part was easy. The hard part? Starting from scratch!

What's the brand voice? What are the colours? Who is my target audience? Where will I show up and what will I offer? And also—let's be real—I need to invest in better filming equipment.

But even with those questions swirling, one thing was clear: this wasn't just going to be a freelance side hustle. It was going to be a studio built around helping brands show up like humans. A studio that understood design and strategy. One that wouldn't try to take over your team but help them shine.

Fab & Quirky Creative Media exists for the brands who "get it" and the creatives who are tired of the noise. We're here to build trust, spark joy, and bring good ideas to life—without sacrificing your sanity or your identity.

**Fab & Quirky Creative Media** is still in its soft launch era, but the vision is big. *Approved. No Edits.* is one part of that. It's a place to share the chaos, the insights, the jokes, the prompts, the behind-the-scenes, and the truth about what it takes to show up online.

## Lessons Learned & What's Next

### Here's what I've learned:

- Most people aren't asking the wrong questions. They're just overwhelmed.
- Brand voice matters more than most people think—and most agencies don't get it right.
- You don't need to go viral to be successful, but you do need to connect.



*Fab & Quirky Etsy Shop*

# TINY WORKS OF ART

**CUSTOM  
PET BEADS  
FOR YOUR  
BRACELET!**

ADVE

ADVERTISEMENT

## WEAR YOUR PET CLOSE TO YOU

Carry a tiny tribute to your favourite pet, creature, or quirky obsession, expertly handcrafted into a miniature bead. These custom creations aren't just for furry friends! We've made everything from iguanas to frogs, single popcorn kernels to sushi rolls. If you don't see what you're dreaming of in the shop, just get in touch – almost anything can be turned into a bead.

Each piece is sculpted by hand using your photos or ideas, capturing all the little details that make it special. Whether it's a beloved pet or a bead that simply brings you joy, we're here to create something truly one-of-a-kind.

### *How to Order:*

1. Visit our Etsy shop:  
[etsy.com/shop/FabAndQuirky](https://etsy.com/shop/FabAndQuirky)
2. Message me directly or request a custom order to get started.
3. Send a few clear photos of your pet from different angles (especially if they have unique spots, stripes, or markings).
4. Your bead will be lovingly sculpted by hand and shipped straight to your door.



Please note:

Each bead is carefully handmade to order. Shipping times may vary depending on current order volume – so if you're ordering for a birthday, anniversary, or the holidays, place your order early to avoid disappointment.



## SPECIAL OFFER

# 15% Off

Each custom pet bead is £40.  
Use code NEWSLETTER15 at checkout for 15% off your order!  
Offer expires September 30, 2025

## *A little about us:*

The Fab & Quirky Etsy Shop has been creating custom treasures for over 12 years, delighting customers across the globe – with orders shipped to every continent except Antarctica!



WELCOME TO  
THE  
CREATIVE CIRCUS

*Now Appearing in*  
Approved. No Edits.



# The Creative Circus



**PULL BACK THE CURTAIN. IT'S WORSE THAN YOU THOUGHT.**

**A quarterly rant sesh for the chronically briefed and under-resourced.**

**Step right up, step right up!** Witness a dazzling display of creative chaos, where briefs vanish, timelines collapse, and expectations soar higher than your caffeine intake. Marvel at the Micromanager Magician—master of vague directions and credit theft! Behold the Executive Illusionist, who vanishes the moment approval is necessary! And don't miss the Deadline Tightrope Walker, who lobs "urgent" tasks at 1 p.m. with a cheery "needs approval by three!"



This is your invitation to the rant tent. A cathartic confessional for those expected to be strategists, designers, animators, editors, and miracle-workers—simultaneously. If you've ever stared into the void of a Teams message that begins with "Can you just..."—welcome. You've found your people.



# It takes a whole department to do what they think one social media manager should do.



"He's your new creative lead," they said. "He knows all about design," they promised. Then he asked how to send a picture behind text in Word... and that's when I knew—this circus was just getting started.

Welcome to the most underappreciated act in the whole creative tent: the Social Media Manager. Equal parts videographer, copywriter, strategist, graphic designer, editor, community wrangler, trend psychic, analytics analyst, and digital firefighter.

No, it's not "just posting."

No, we don't "just make TikToks all day."

Yes, we do have actual skills. A lot of them.

We're expected to do the jobs of six departments, use ten platforms, be fluent in every tool from Canva to Adobe Creative Suite, and somehow respond to your Teams message in under five minutes.

All while still being asked, "Can you just quickly whip something up?"

This section is for every social media manager who's had to explain that, yes, content creation is a real job. For every creative who's been told their work "shouldn't take that long." For everyone who's ever been "looped in" after the brief went missing.

Here's to the uncredited ringmasters behind the screen.

Take a bow. You've survived another day in the Creative Circus.

Many people don't understand the full scope of what a social media manager, digital marketer, or creative professional actually does.

They assume it's easy — that anyone can do it.

**“I got some likes on a picture of me with a cocktail, I could do your job!”**

**Wrong!**



# THE MAGICIAN FOOLS THE ILLUSIONIST



Sure, Karen. Let me know when your mojito comes with a 47-page content strategy, stakeholder approvals, brand tone guidelines, five campaigns launching simultaneously, and an analytics report due by 3 p.m.

Being a social media manager / digital marketer / resident creative unicorn isn't just throwing memes at the wall and watching what sticks. It's:

- Juggling content calendars, trends, and crises like a caffeinated clown on a unicycle
- Translating vague feedback like “make it pop” into actual design
- Posting like a Gen Z, writing like a boomer, and scheduling like a machine
- Remembering that one exec wants all graphics in blue but swears they never said that
- Reporting engagement metrics that make no one happy, even when they're great
- Appearing calm on the outside while your brain runs five campaigns deep in 12 browser tabs

It's not a job. It's a full-blown performance art. And somehow — we keep showing up.

No net. No days off. Just ✨vibes and version control.✨

**WE'VE SURVIVED  
ANOTHER SEASON**



**IN THE  
CREATIVE  
CIRCUS**

# Planning Your Content Calendar

## Make the Plan, Ditch the Panic

Let's be real. Planning your content calendar sounds like something you should be doing... but every time you open a spreadsheet, your brain goes full static.

You map out a week's worth of content, and boom — a trend drops, your priorities shift, or you get hit with a surprise "Can you just..." message. Suddenly your well-intentioned plan feels like a creative straightjacket.

Here's the thing

Planning isn't about perfection.  
It's not about predicting the future.  
It's about creating just enough structure to support your ideas without smothering them.

You're not building a prison — you're building scaffolding. So let's make it work for you.



**If you're a business owner reading this and wondering why your content person hasn't posted yet today... maybe it's because they're doing all of this.**



**APPROVED. NO EDITS.**



## Pick Your Content Pillars

Start with 2–3 themes you actually want to show up for this quarter. These are the anchors that give your content purpose — and give you something to fall back on when your brain is too fried to be clever.

Think:

- Behind-the-scenes chaos
- Industry insights or myth-busting
- Tips, tutorials, or templates
- Thought leadership (without sounding like a LinkedIn bro)

You don't need 10. You need consistency.

## Match Content to Energy

Some days you're feeling bold and brilliant. Other days? You're just trying not to throw your phone across the room. Plan accordingly.

High-energy day? Record those reels, shoot that BTS footage, go wild.

Meh-energy day? Write a tweet thread, repurpose an old post, share a meme.

Absolutely-done day? Schedule a post in advance and walk away.

You're not a machine. Make content that fits your bandwidth.



## Build in Breathing Room

Not everything needs to be planned down to the hour. Leave space for surprises — the good kind and the chaotic kind.

Trending audio? Use it.  
Spontaneous rant? Post it.  
Last-minute launch? Slot it in.

A content plan without flexibility is just stress in disguise.



Summer 2025

# The Seasonal Content Calendar Drop

Dates to jump on this season, and  
how to prep for the next one.

APPROVED. NO EDITS.

## Let's address the obvious...

This Summer 2025 issue is fashionably late. June has come and gone (oops), but there's still plenty of time to show up with purpose this season — and plan ahead for the next one. Here are the key dates, trending topics, and content prompts to keep your calendar working smarter, not harder.



# Big Dates to Jump on This Summer

From July 15th through September — with just enough lead time to make it work.

 **17 July**

### World Emoji Day

Perfect for playful engagement — polls, comment games, or decoding your brand's "vibe" in emoji form.

> Post prompt: "Describe your business using only 3 emojis."

 **9–25 August**

### Edinburgh Festival Fringe

A fun tie-in for brands in the arts, creativity, or chaos industries.

> Post prompt: "If our brand were a Fringe act, what would it be called?"

 **19 August**

### World Photography Day

An ideal UGC moment or a chance to go behind the scenes.

> Try: a photo dump, aesthetic reel, or "shot vs. posted" comparison.

 **26 August**

### August Bank Holiday

Lean into the long weekend energy. Summer wrap-ups, team shoutouts, or OOO-inspired posts.

> Try: "We're out of office — here's what's keeping us inspired anyway..."

 **1 September**

### Back to School

Big energy shift for parents, teachers, students, and... marketers.

> Think: fresh-start vibes, new tools, "what we're learning this quarter."

 **22 September**

### Autumn Equinox

Seasonal change = perfect transition content. End-of-summer reflections or a teaser for your autumn launch.

> Also: a the Autumn 2025 edition of Approved. No Edits. released.

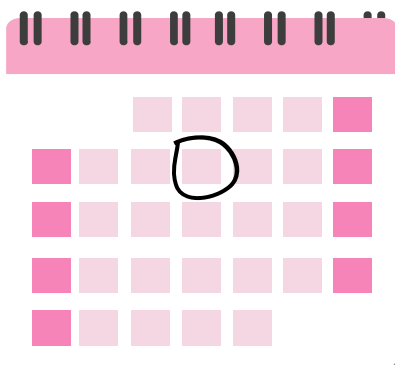
## Your Not-So-Basic Content Calendar Drop

Yes, there's a day for everything. No, you don't need to post about all of them. But if you've ever sat at your desk staring into the social media void thinking, "Surely something's happening today..." — this is for you.

This six-page calendar is pulled straight from my own stash. It's packed with real awareness days, niche foodie moments, and delightfully random gems (looking at you, National Potato Day). Whether you're in the food biz, beauty, books, or something more obscure, there's something in here you can twist to fit your brand voice — or meme into a masterpiece.

**Pro tip: before you post, give the day a quick Google to find trending hashtags, who else is talking about it, or any orgs/accounts worth tagging. Visibility loves a good name-drop.**

And yes, there are even more dates out there. Sites like Days of the Year, National Today, and Awareness Days have enough to keep your calendar full and your soul slightly empty. But this? This is a good start. Save it, steal it, schedule it — whatever works.





# July 2025

Date	Event	Category	Hashtag(s)
16 July	National Cherry Day	Food & Drink	#NationalCherryDay
16 July	National Hot Dog Day	Food & Drink	#HotDogDay
17 July	World Emoji Day	Fun & Quirky	#WorldEmojiDay
18 July	Caviar Day	Food & Drink	
18 July	Nelson Mandela International Day	Awareness & International	#MandelaDay
18 July	World Listening Day	Awareness & International	#WorldListeningDay
20 July	Fortune Cookie Day	Food & Drink	
20 July	International Cake Day	Food & Drink	
20 July	National Ice Cream Day (3rd Sunday)	Food & Drink	#NationallceCreamDay



# July 2025

Date	Event	Category	Hashtag(s)
24 July	National Tequila Day	Food & Drink	#NationalTequilaDay
24 July	Tell an Old Joke Day	Fun & Quirky	#TellAnOldJokeDay
25 July	Hot Fudge Sundae Day	Food & Drink	
26 July	Bagelfest Day	Food & Drink	
29 July	Chicken Wing Day	Food & Drink	
29 July	Lasagna Day	Food & Drink	
30 July	Cheesecake Day	Food & Drink	
30 July	Chicken and Waffles Day	Food & Drink	
30 July	Int'l Day of Friendship	Awareness & International	#DayOfFriendship
30 July	World Day Against Trafficking in Persons	Awareness & International	



JUL  
17

AUGUST 2025

Date	Event	Category	Hashtag(s)
Month-long	National Wellness Month	Month-Long Observance	
Month-long	Happiness Happens Month	Month-Long Observance	
1 August	Yorkshire Day	Fun & Quirky (UK)	#YorkshireDay
3 August	National Watermelon Day	Food & Drink	
4 August	Int'l Chocolate Chip Cookie Day	Food & Drink	
8 August	International Beer Day	Food & Drink	#InternationalBeerDay
8 August	Sneak Zucchini on Neighbour's Porch Night	Fun & Quirky	
8 August	International Cat Day	Awareness & International	#InternationalCatDay
9 August	National Book Lovers Day	Awareness & International	#NationalBookLoversDay
10 August	National Lazy Day	Fun & Quirky	#LazyDay
12 August	International Youth Day	Awareness & International	





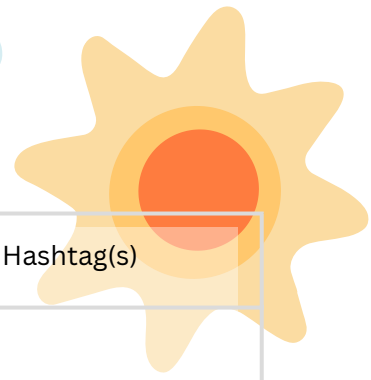
# AUGUST 2025

Date	Event	Category	Hashtag(s)
13 August	International Lefthanders Day	Fun & Quirky	#LefthandersDay
14 August	National Financial Awareness Day	Awareness	#FinancialAwarenessDay
15 August	National Relaxation Day	Fun & Quirky	#NationalRelaxationDay
16 August	National Tell a Joke Day	Fun & Quirky	#NationalTellAJokeDay
21 August	Sweet Tea Day	Food & Drink	
23 August	Sponge Cake Day	Food & Drink	
26 August	National Dog Day	Awareness & International	#NationalDogDay
26 August	Women's Equality Day	Awareness	#WomensEqualityDay
27 August	Banana Lovers' Day	Food & Drink	
28 August	National Burger Day	Food & Drink	
29 August	Chop Suey Day / More Herbs, Less Salt Day	Food & Drink	
30 August	Toasted Marshmallow Day	Food & Drink	
31 August	Notting Hill Carnival	UK Event	#NottingHillCarnival





# SEPTEMBER 2025

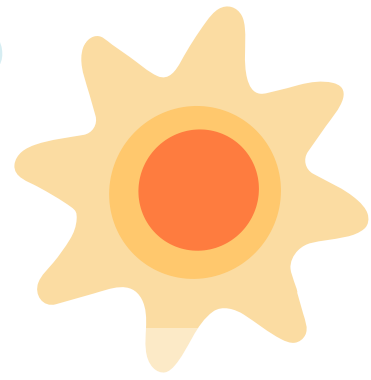


Date	Event	Category	Hashtag(s)
Month-long	Organic September	Month-Long Observance	
Month-long	Childhood Cancer Awareness Month	Month-Long Observance	
Early September	Back to School	Lifestyle	
1 September	World Letter Writing Day / National Tofu Day	Fun / Food	
1 September	Sourdough September begins	Food & Drink	
2–8 Sept	National Rice Week	Food & Drink (UK)	
5 September	International Day of Charity / Cheese Pizza Day	Awareness / Food	#DayOfCharity #CheesePizzaDay
7 September	National Salami Day	Food & Drink	
8 September	International Literacy Day	Awareness	
15 September	Int'l Day of Democracy	Awareness	
16 September	Int'l Day for the Ozone Layer / Guacamole Day	Awareness / Food	#GuacamoleDay
18 September	National Cheeseburger Day	Food & Drink	





# SEPTEMBER 2025



Date	Event	Category	Hashtag(s)
20 September	World Paella Day	Food & Drink	
21 September	Int'l Day of Peace / Banana Festival	Awareness / Food	#InternationalDayOfPeace
22–28 Sept	Recycle Week	Awareness & Sustainability	
22 September	Autumn Equinox	Seasonal	
23 September	Bi Visibility Day	Awareness	
26 September	World Dumpling Day / Hug a Vegetarian Day	Food & Fun	
27 September	World Tourism Day	Awareness	
29 September	National Coffee Day / World Heart Day	Food & Health	#NationalCoffeeDay #WorldHeartDay
30 September	Mulled Cider Day / International Podcast Day	Food & Fun	#InternationalPodcastDay



# Cool, But How Do I Post That?

## Making it make sense for your brand.

*This one's for the business owners*

You've got a business to run. You're not a full-time content creator — and you don't have time to turn every weird holiday into a brand moment. But you do want to show up online like a business that knows what it's doing.

That's where this section comes in.

You've seen all the dates. Now let's break down how to actually use them — in a way that builds your brand, makes sense for your customers, and doesn't make you feel ridiculous.

## Start Here

### What Would Your People Care About?

Instead of jumping on every trend, ask:

- Would my ideal customer care?
- Do my suppliers, clients, or industry peers notice this?
- Could I tie this in naturally with what we do?

If yes — you've got a reason to post. And it doesn't have to be complicated.

## Big Takeaway: How to Make This Work for You

## FOR THE business owners

### Case Study A Real Example

One of our Fab & Quirky clients — a UK food manufacturing company — wanted to be taken more seriously in their industry and online.

So we helped them jump on:

- British Tomato Fortnight
- Great British Pea Week

We checked the campaign websites, found the hashtags, tagged the right accounts, and created short-form video content showing the chefs at work.

The campaigns reposted the content. Followed the account. Engaged. Suddenly, suppliers were paying attention — and employees were proud to see themselves featured.

What Happened Next:

- The brand gained visibility with key partners
- Relationships with suppliers were strengthened
- Their chefs and internal teams felt seen

They didn't "go viral" — but they showed up where it mattered

- You don't need a full-time content team — you need a plan.
- Pick the dates that actually matter for your niche, your clients, or your suppliers.
- Tag the right accounts (campaign pages, partners, suppliers) — and don't forget to engage back.
- Check for official hashtags on campaign or awareness day websites.
- Don't feel pressured to post for everything — showing up for relevant moments builds trust.
- Short, authentic posts (even low-effort ones) are better than staying silent.
- If it feels like a stretch for your brand, skip it — no one remembers what you didn't post.
- Show up like a business that knows what it's doing — because you do.



# NEXT SEASON SNEEK PEAK

**Let's get ahead of the curve, shall we?**

This is your gentle reminder that yes, summer's still doing its thing... but autumn is already peeking around the corner in a cable-knit jumper holding a pumpkin spice latte.

In every edition of *Approved. No Edits.*, this section will give you a head start on the next season — the big dates, the tentpole events, and the marketing moments that deserve a spot on your radar (and maybe your content calendar). Because planning ahead isn't just organized — it's powerful.

## **What's coming?**

Think cozy. Think spooky. Think strategic.  
Think Black Friday is closer than you want to believe.

This isn't the full rundown — just a heads-up.

For a deeper dive, content inspiration, and all the quirky, clever dates to plug into, stay tuned for the Autumn 2025 Edition of *Approved. No Edits.* dropping in late September.

## **September 22: Autumn Equinox**

The official start of fall — think warm colors, cozy vibes, and the perfect excuse to refresh your content aesthetic. It's the season of transformation, so why not shake things up?

## **October 31: Halloween**

Spooky season is huge for engagement. Whether you're planning a playful costume contest, a themed product launch, or just some fun, eerie posts, this is your time to get creative and a little bit mischievous.

## **November 5: Bonfire Night**

A uniquely British celebration that lights up the night sky. Perfect for content that's all about warmth, community, and a little spark of nostalgia.

## **November 29: Black Friday**

The ultimate shopping holiday. Start brainstorming your promotions and content strategies early so you can stand out in the sea of sales. It's not just about discounts; it's about making connections that

## **November 30: Small Business Saturday**

A day to celebrate and support small businesses like yours. Highlight your unique story, share behind-the-scenes content, and show your audience why shopping small makes a big difference.

## **December 2: Cyber Monday**

The online shopping extravaganza continues! Perfect for digital-only deals, flash sales, and driving traffic to your website. Make it fun, make it exclusive, and most importantly, make it yours.

And More...

From International Coffee Day to Bonfire Night, autumn is packed with opportunities to connect with your audience in meaningful ways. Stay tuned for the next edition for a full, in-depth guide to making the most of the season!

# That's a Wrap!

You made it to the end...  
and we're only just  
getting started.

Whether you're a business owner trying to finally get consistent online, a social media manager juggling twelve tabs and three client accounts, or a content creator chasing that next great idea — this is your space.

We built *Approved. No Edits.* for the planners, the dreamers, the burnt-out marketers, and the passionate side-hustlers. For anyone trying to make scroll-stopping content that actually works — without losing the plot (or the will to live).

---

Coming next: the Autumn 2025 Edition — packed with fresh inspo, niche holiday gems, and a few more chaotic metaphors to keep things interesting.

Until then...

- Bookmark what helped
- Save the calendar
- Share it with someone who needs it
- And tag us when you make something brilliant — we'll be cheering you on from the sidelines (with snacks).

Thanks for riding this chaotic creative wave with us.  
Now go make something scroll-worthy.

— Fab & Quirky Creative Media



APPROVED. NO EDITS.

Approved. No Edits.



Signed off.  
Sun's out.