

# Stampede

**July &  
August  
Content**

## **HOSPITALITY SOCIAL MEDIA CALENDAR**



# 07 JULY



[www.stampede.ai](http://www.stampede.ai)

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1



**Picnic Month**  
Hamper packing tips,  
snack ideas  
#PackYourHamper  
#PicnicMonth

2

3

4



**July is Ice Cream Month**  
Create your own dream  
ice cream sundae  
#IceCreamAddict

5



**UEFA Women's Group**  
Show your pride & wear  
your team's colours as the  
Home Nations kick off  
#HomeNations #UEFA

6



**Formula 1 British GP**  
The big race weekend  
at Silverstone - flex your  
live sport  
#Formula1 #GBGP

7



**World Chocolate Day**  
Feature desserts or  
chocolate based cocktails  
#ChocolateLover

8

9



**Wimbeldon 2025**  
Final days - favourite to  
win?  
Live sport viewings  
#Tennis  
#Wimbeldon2025

10

11

12



**Wimbeldon Ladies' Final**  
Live sport showing; watch  
party for the ladies' final  
#Final25  
#WimbeldonFinal

13



**Wimbeldon Men's Final**  
Live sport showing; watch  
party for the men's final  
#Final25  
#WimbeldonFinal

14

15



**July is Picnic Month**  
Pimp up your picnic ideas  
#PicnicTime  
#Grazing

16

17



**World Emoji Day**  
Ask followers to comment  
their favourite food emoji  
#EmojiChallenge

18

19

20

21

22

23

24



**Tequila Day**  
Enjoy X% off all tequila  
shots & margaritas  
#TequilaTime

25



**Wine and Cheese Day**  
Best wine & cheese  
pairing  
#WineCheeseLovers  
#FoodPairing

26

27



**UEFA Women's Final**  
Catch all the action LIVE  
on the big screen  
#UEFAWomensFinal

28

29

30

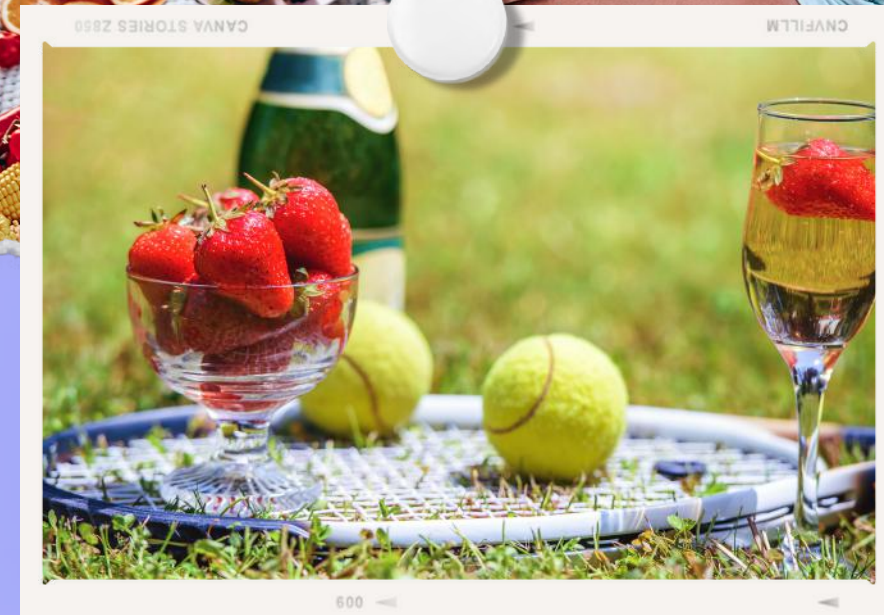
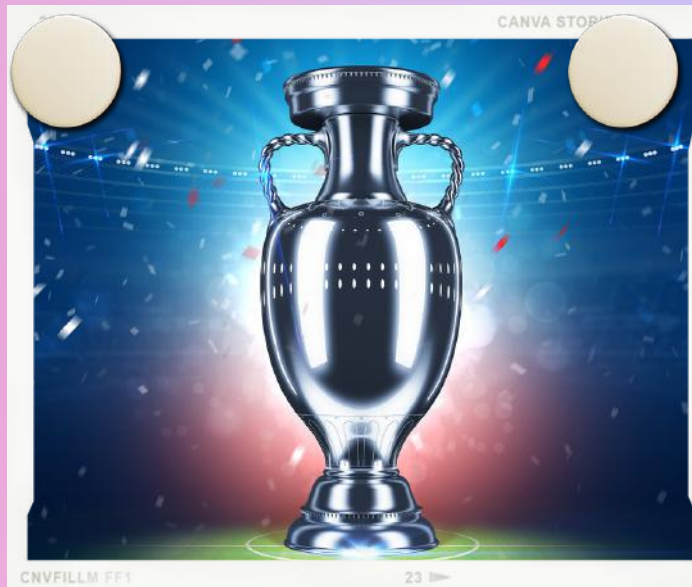


**Cheesecake Day**  
So many varieties - what's  
your favourite?  
#Dessert  
#SweetTreats

31



# July image ideas



SUMMER



# Stampede

Bring back 5x more guests

## Guest Experience Platform for Hospitality Operators

- ✓ Effortlessly capture customer data with Guest Wi-Fi.
- ✓ Save time and boost engagement with automated email campaigns.
- ✓ Build lasting customer loyalty and drive higher revenue.
- ✓ Collect more reviews and enhance your online reputation.
- ✓ Boost table bookings and maximise venue potential, with less effort.

[BOOK A DEMO](#)



A user profile card for Laura, showing 8 visits. It includes a star rating of 4.5, positive sentiment, and a Google source. A 'Football fan' tag is present, and a 'Send Campaign' button is at the bottom.

**Laura**  
8 visits

Reviews 4.5 Sentiment Positive Source Google

Football fan

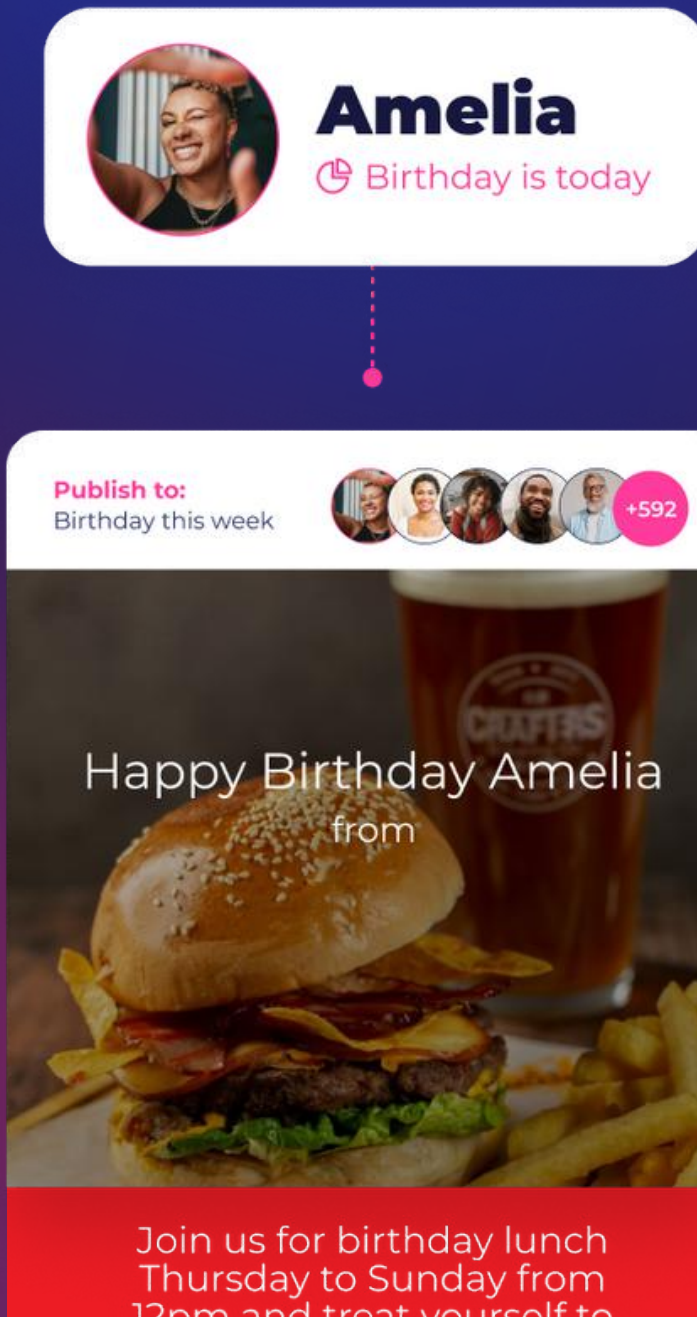
Send Campaign



An email campaign preview titled 'EUROS with Mangial' featuring a photo of football fans celebrating. The header shows 'Publish to: Football fans' and a group of 13,782 users.

Publish to: Football fans +13,782

EUROS with Mangial



An email campaign preview for Amelia's birthday. The header shows 'Publish to: Birthday this week' and a group of 592 users. The main image shows a burger and fries with the text 'Happy Birthday Amelia from'. The footer text reads: 'Join us for birthday lunch Thursday to Sunday from 12pm and treat yourself to'.

Publish to: Birthday this week +592

Happy Birthday Amelia from








Join us for birthday lunch Thursday to Sunday from 12pm and treat yourself to

# 08

## AUGUST

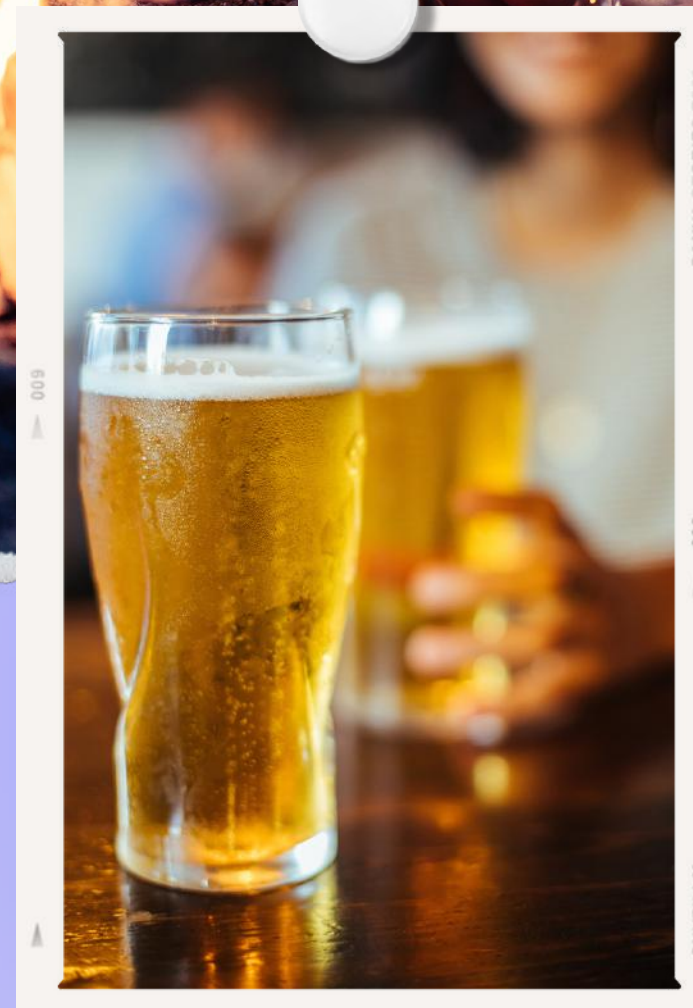


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M	T	W	T	F	S	S
				1  <b>International Beer Day</b> Weekend offer; Beer tasting around the world #BeerLover #CraftBeer	2	3
4  <b>Bank Holiday (Sco)</b> Offers and opening hours #Holidays #SummerTime	5	6  <b>Time Lapse</b> Making of our menu Finding new menu ideas #BehindTheScenes #MenuCreation	7	8  <b>Get To Know Your Customer</b> This or that with menu items; Hugo Spritz or Aperol Spritz #ThisOrThat	9	10
11  <b>Afternoon Tea Week</b> Offers on afternoon tea; How do you pronounce 'scone'? #TeaTime	12	13  <b>Prosecco Day</b> 2 for 1 on fizz-based cocktails #FizzAndFun	14  <b>Relaxation Day</b> Share your relax playlist #WindDownSongs #ChillPlaylist	15	16  <b>Afternoon Tea Week</b> Last chance to book for weekly offers #SconeLovers #JamOrCreamFirst	17
18	19	20	21  <b>Festival Season</b> Reading and Leeds; Creamfields; Greenwich + Docklands; Notting Hill Carnival	22	23  <b>Sponge Cake Day</b> The secret to the perfect sponge & summer recipes #BakingTips	24  <b>Sunday Offer</b> Poll - cooked breakfast must-have items #CelebrateSunday #FullBreakfast
25  <b>Bank Holiday (Eng)</b> Ideas to keep the kids happy #Holidays #SummerTime	26	27  <b>Share Customer Feedback</b> A chance to hear what real customers think #RealReviews #YouSaidItBest	28  <b>Burger Day</b> Chicken, beef or veggie? Take your pick #YummyGrub #Burger	29	30	31  <b>Eat Outside Day</b> Promote your takeaway, Your secret picnic spot #Picnic #Takeaway



# August image ideas





# Stampede

“Stampede is an unrivalled tool in the hospitality industry. It not only improves customer experience and marketing but enhances operational efficiency.”



**Hannah Morgan**

Head of Marketing, Great British Inns

Get Started

