

20

24

**Social
Media
Calendar**

Social Media Calendar

Creating a monthly social media calendar is key to maintaining consistency and engagement.

Here are a few ideas for each month to get your social calendar ideas flowing. Be sure to create a mix of timely content and useful information, not just selling your products and services. Consumers want to see your personal identity authentically. Leverage User Generated Content (UGC) to share what other consumers are saying to build an online community.


Additional ideas to add based on your company:

Company News—keep your audience up-to-date on what's happening within the organization







Events—even if it's not your event, share what's happening within the community

Product launches—start building excitement on your social channels on what's coming!

January

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Dry January #DryJanuary New Year Planning |
|---|--|-----------------------------|--------------------------------|--|--|---|---|
| | New Year's Day 1  | 2 | 3 | 4 | Tips, tricks, helpful information 5 | 6 | |
| Golden Globe Awards 7 | 8 | 9 | Brand Awareness Post 10 | 11 | 12 | 13 | |
| 14 | Martin Luther King, Jr. Day 15  | 16 | 17 | Share UCG Content 18 | 19 | National Cheese Lovers Day 20  | |
| 21 | 22 | Services Post 23 | 24 | Share review or customer story 25 | 26 | 27 | |
| National Storytelling Week 28  | 29 | Share UCG Content 30 | 31 | | | | |




February

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes National Black History Month American Heart Month |
|------------------------|--|--|--|---|---|--|---|
| | | | | 1 | Groundhog Day ²  | 3 | |
| 4 The Grammys | 5 | Tips, tricks, helpful information ⁶ | 7 | 8 Share UCG Content | 9 National Pizza Day | Chinese New Year ¹⁰  | |
| 11 Super Bowl LVIII | 12 | 13 Mardi Gras | Valentine's Day ¹⁴  | 15 | 16 | Random Acts of Kindness Day ¹⁷  | |
| 18 | Presidents' Day ¹⁹  | 20 | 21 | National Margarita Day ²²  | Brand Awareness Post ²³ | 24 | |
| 25 | 26 | 27 Share UCG Content | 28 | 29 Leap Year Day | | | |

March

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Women's History Month American Red Cross Month Ramadan: March 10, 2024 – April 9, 2024 |
|---|-----------------------------------|--|---|------------------------------------|---|--|---|
| | | | | | Employee Appreciation Day ¹ | ² | |
| ³ | Brand Awareness Post ⁴ | ⁵ | National Dentist Day ⁶ | ⁷ | International Women's Day ⁸ | ⁹ | |
| The Academy Awards ¹⁰ | ¹¹ | National Girl Scout Day ¹² | ¹³ | Share UCG Content ¹⁴ | ¹⁵ | ¹⁶ | |
|  St. Patrick's Day ¹⁷ | ¹⁸ | Share review or customer story ¹⁹ |  First Day of Spring ²⁰ | ²¹ | Tips, tricks, helpful information ²² | Puppy Day ²³  | |
| National Cocktail Day ²⁴ | ²⁵ | Share UCG Content ²⁶ | ²⁷ | Brand Awareness Post ²⁸ | ²⁹ | ³⁰ | |
| | | | | | | Easter ³¹ National Taco Day | |

April

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Stress Awareness Month |
|---|---|--|---------------|---|--|---------------|---|
| | April Fools Day ¹ | World Autism Awareness Day ²  | ³ | ⁴ | Tips, tricks, helpful information ⁵ | ⁶ | |
| ⁷ | Brand Awareness Post ⁸ | ⁹ | ¹⁰ | Pet Day ¹¹ | ¹² | ¹³ | |
| ¹⁴ | Tax Day ¹⁵ | Share review or customer story ¹⁶ | ¹⁷ | National High-Five Day ¹⁸ | ¹⁹ | ²⁰ | |
| ²¹ |  Earth Day ²² | ²³ | ²⁴ | Take Our Daughters & Sons to Work Day ²⁵ | Share UCG Content ²⁶ | ²⁷ | |
| National Superhero Day ²⁸  | ²⁹ | Adopt a Shelter Pet Day ³⁰ | | | | | |

May

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes | |
|---|--|----------------------------------|--------------|--|--|---|----------------|----------------------------------|
| | | | 1 May Day | 2 | 3 Tips, tricks, helpful information | 4 Star Wars Day  | | Mental Health Awareness Month |
| 5  Cinco de Mayo | 6 Nurses Day | 7 National Teachers' Day | 8 | 9 Share review or customer story | 10 | 11 | | |
| 12 Mother's Day  | 13 | 14 Brand Awareness Post | 15 | 16 Share UCG Content | 17 | 18 | | |
| 19 | 20 Share UCG Content | 21 | 22 | 23 | 24 Share UCG Content | 25 | | |
| 26 | 27  Memorial Day | 28 Hamburger Day | 29 | 30 | 31 | | | |

June

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---|--------------------------------------|-----|---|--|---|-----|
| | | | | | | 1 |
| National Cancer Survivor's Day  2 | 3 | 4 | Brand Awareness Post 5 | 6 | National Donut Day  7 | 8 |
| 9 | Tips, tricks, helpful information 10 | 11 | 12 | Share review or customer story 13 | 14 | 15 |
| Father's Day  16 | 17 | 18 | Juneteenth  19 | First Day of Summer  20 | Take Your Dog To Work Day 21 | 22 |
| 23 | 24 | 25 | Share UCG Content 26 | 27 | 28 | 29 |
| | | | | | | 30 |

Monthly Themes

Pride Month





Men's Health Education and Awareness Month



July

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes |
|--------------------------------|--------------------------------|----------------------------------|----------------------------------|--|---|-----|----------------|
| | 1 International Joke Day | 2 | 3 | 4 Independence Day  | 5 Tips, tricks, helpful information | 6 | Olympics |
| 7 World Chocolate Day | 8 | 9 | 10 National Kitten Day | 11 |  12 French Fry Day | 13 | |
| 14 | 15 | 16 Brand Awareness Post | 17 | 18 | 19 | 20 | |
| 21 | 22 Share UCG Content | 23 | 24 | 25 | 26 Summer Olympic Games begins  | 27 | |
| 28 | 29 | 30 | 31 Brand Awareness Post | | | | |

August

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Summer |
|-----|---|-----------------------|---|---|---|-----|-------------------------------------|
| | | | | 1 |  2 International Beer Day | 3 | |
| 4 | 5 | 6 | 7 Brand Awareness Post | 8 International Cat Day  | 9 National Book Lovers Day | 10 | |
| 11 | 12 | 13 Lefthanders Day | 14 | 15 Share UCG Content | 16 | 17 | |
| 18 | 19 Tips, tricks, helpful information | 20 | 21 | 22 Share review or customer story | 23 Brand Awareness Post | 24 | |
| 25 | 26 | 27 | 28  Summer Paralympics begins | 29 | 30 | 31 | |


September

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Childhood Cancer Awareness Month Suicide Prevention Month Back to School |
|---|---|----------------------------------|-----|---|--|--------------------------------|---|
| 1 |  2 | 3 | 4 | 5 | 6 Tips, tricks, helpful information | 7 | |
| 8 | 9 | 10 Grandparents Day | 11 | 12 | 13 | 14 | |
| 15 | 16 | 17 Brand Awareness Post | 18 | 19 Share UCG Content | 20 | 21 World Alzheimer's Day | |
| 22  First Day of Fall | 23 | 24 | 25 | 26 Share review or customer story | 27 | 28 | |
| 29 | 30 Share UCG Content | | | | | | |

October

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Breast Cancer Awareness Month Domestic Violence Awareness Month Global Diversity Awareness Month National Bullying Prevention Awareness Month |
|-----|---|--|-----------------------------------|--|---------------------------------|---|---|
| | | International Coffee Day ¹  | 2 | 3 | 4 | World Teacher's Day ⁵  | |
| 6 | 7 | Brand Awareness Post ⁸ | 9 | World Mental Health Day ¹⁰ | 11 | 12 | |
| 13 | 14 | 15 | National Boss's Day ¹⁶ | 17 | Share UCG Content ¹⁸ | 19 | |
| 20 | Tips, tricks, helpful information ²¹ | 22 | 23 | Share review or customer story ²⁴ | 25 | 26 | |
| 27 | 28 | 29 | 30 | Halloween ³¹  | | | |

November

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Men's Health Awareness Month "Movember" Grow a mustache to raise awareness of men's health issues. |
|-----|--|---|---------------------------|--|----------------------------|-------------------------------|---|
| | | | | | 1 Share UCG Content | 2 | |
| 3 | 4 | 5 | 6 Brand Awareness Post | 7 National Cancer Awareness  | 8 | 9 | |
| 10 | 11 Veterans Day  | 12 National Happy Hour Day | 13 | 14 Share UCG Content | 15 | 16 | |
| 17 | 18 | 19 Tips, tricks, helpful information | 20 | 21 Share review or customer story | 22 Brand Awareness Post | 23 | |
| 24 | 25 | 26 | 27 | 28 Thanksgiving  | 29 | 30 Small Business Saturday | |

December

| SUN | MON | TUE | WED | THU | FRI | SAT | Monthly Themes Christmas: December 25 Hanukkah: December 25, 2024 – January 2, 2025 Kwanzaa: December 26, 2024 – January 2, 2025 |
|-----|--------------------------------------|---|---|--|-------------------------|------------------------|--|
| 1 | Share review or customer story 2 | 3 | Cookie Day 4 | International Volunteer Day 5  | Share UCG Content 6 | 7 | |
| 8 | 9 | 10 | Brand Awareness Post 11 | Gingerbread House Day 12  | 13 | 14 | |
| 15 | Tips, tricks, helpful information 16 | 17 | 18 | 19 | 20 | First Day of Winter 21 | |
| 22 | 23 | 24  | Christmas 25 First day of Hanukkah  | First day of Kwanzaa 26  | Brand Awareness Post 27 | 28 | |
| 29 | 30 | 31 | | | | | |

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