

# Social Media Calendar



# Overview 2018

- Jan** *New year, new you!* Everyone is making New Year's resolutions, so it's a perfect time to put a solution in front of your social media audiences.
- Feb** Share the love this month by offering promotions or creating *Valentine's Day* themed content, and don't forget about Super Bowl Sunday on the 4th of February!
- Mar** March is the worst month for productivity. *Think of ways to keep your audience*, and your team, engaged this month.
- Apr** *April Fools' Day* can bring your brand a lot of buzz if you do it right. Stay lighthearted, on-brand and create a 'fool' that is highly shareable.
- May** April showers bring May flowers, right? Apply this to your social media presence and focus on the sight of *summer on the horizon!*
- Jun** Summer is here and *change is in the air*. June signals the end of the school year, graduations and an on-set of warm weather. Your summer campaigns should be in full swing!

- Jul** July is the most *popular month for summer travel*. Be aware that customers will be out of the office a lot this month and that your audience could be less engaged.
- Aug** *91% of American adults like receiving promo emails* from companies they do business with. Ramp up your email campaigns as we move into fall.
- Sep** 40% of consumers start holiday shopping before Halloween! September is your time to *start preparing for the holiday season*.
- Oct** 179 million Americans celebrated Halloween in 2017. Start putting your *Halloween* campaigns into play!
- Nov** *Thanksgiving* and *No Shave November* are upon us! Host a Movember contest on social media and/or plan how you can craft insightful Thanksgiving related content.
- Dec** *Christmas buzz* is in full force and businesses are in frenzy mode. Don't let 2018 end without helping your audience to develop goals and positive change for the year ahead.

## TREND KEY

-  National Holidays
-  Food Related
-  Random
-  Special Occasions

# January 2018



MON	TUE	WED	THU	FRI	SAT	SUN
	2	3		5	6	7
	9	10		12	13	14
		17	18		20	
22	23		25		27	28
29	30	31	1	2	3	4

## TRENDING EVENTS

- 1** **New Years Day**  
#HappyNewYear #2018
- 4** **National Spaghetti Day**  
#NationalSpaghettiDay
- 8** **Clean Off Your Desk Day**  
#CleanOffYourDeskDay
- 11** **National Milk Day**  
#NationalMilkDay
- 15** **Martin Luther King, Jr. Day (US)**  
#MLKDay
- 16** **International Spicy Food Day**  
#SpicyFoodDay
- 19** **National Popcorn Day**  
#NationalPopcornDay
- 21** **National Hug Day**  
#NationalHugDay
- 24** **National Compliment Day**  
#NationalComplimentDay
- 26** **National Fun at Work Day**  
#HaveFunAtWorkDay

### December 2017








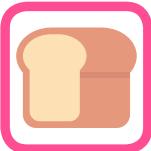
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

### February 2018

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5	6	7	8	9	10	11	
12	13	14	15	16	17	18	
19	20	21	22	23	24	25	
26	27	28					

# February 2018



MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1		3	
	6	7	8		10	11
12			15			18
	20	21	22		24	25
26	27	28	1	2	3	4

## TRENDING EVENTS

- 2** Groundhog Day  
#GroundhogDay
- 4** Super Bowl LII  
#SuperBowlSunday #SuperBowlLII
- 5** World Nutella Day  
#WorldNutellaDay
- 9** National Pizza Day  
#NationalPizzaDay
- 13** Pancake Day  
#PancakeDay
- 14** Valentine's Day  
#ValentinesDay
- 16** Chinese New Year  
#ChineseNewYear
- 17** Random Acts of Kindness Day  
#RandomActsOfKindnessDay
- 19** Presidents' Day (US)  
#PresidentsDay
- 23** National Toast Day  
#NationalToastDay

### January 2018


1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### March 2018

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19	20	21	22	23	24	25
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# March 2018



MON	TUE	WED	THU	FRI	SAT	SUN
29	30	31	1		3	
5	6	7		9	10	
12	13		15	16		18
19	20	21		23	24	25
26	27	28	29		31	1

## TRENDING EVENTS

- 2 Employee Appreciation Day**  
#EmployeeAppreciationDay
- 4 National Grammar Day**  
#NationalGrammarDay
- 8 International Women's Day**  
#InternationalWomensDay
- 11 Mother's Day (UK)**  
#HappyMothersDay
- 14 Pi Day**  
#PiDay
- 17 St. Patrick's Day**  
#StPatricksDay #StPaddysDay
- 22 National Water Day**  
#NationalWaterDay
- 30 Good Friday**  
#GoodFriday

### February 2018

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

### April 2018

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
			30			

# April 2018



MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	31	
	3	4	5	6		8
9	10		12		14	15
		18		20	21	
23	24		26	27	28	29
30	1	2	3	4	5	6

## TRENDING EVENTS

- 2** **Easter / April Fools' Day**  
#HappyEaster / #AprilFoolsDay #AprilFools
- 2** **Easter Monday (UK)**  
#EasterMonday
- 7** **National Beer Day**  
#NationalBeerDay
- 11** **National Pet Day**  
#NationalPetDay
- 13** **Friday the 13th**  
#FridayThe13th
- 16** **Wear Your Pajamas to Work Day**  
#WearYourPajamasToWorkDay
- 17** **Tax Day (US)**  
#TaxDay
- 19** **National High Five Day**  
#NationalHighFiveDay #High5Challenge
- 22** **Earth Day**  
#EarthDay
- 25** **Denim Day**  
#DenimDay

### March 2018

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
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### May 2018

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7	8	9	10	11	12	13		
14	15	16	17	18	19	20		
21	22	23	24	25	26	27		
28	29	30	31					



# June 2018



MON	TUE	WED	THU	FRI	SAT	SUN
28	29	30	31		2	3
	5		7		9	10
11	12	13		15	16	
	19	20		22		24
25	26	27	28	29	30	1

## TRENDING EVENTS

- 1 National Doughnut Day**  
#NationalDonutDay or #NationalDoughnutDay
- 4 National Cheese Day**  
#NationalCheeseDay
- 6 National Running Day**  
#NationalRunningDay
- 8 National Best Friends Day**  
#BestFriendsDay
- 14 World Blood Donor Day**  
#GiveBlood
- 17 Father's Day**  
#HappyFathersDay
- 18 International Picnic Day**  
#PicnicDay
- 21 National Selfie Day**  
#NationalSelfieDay
- 23 National Pink Day**  
#NationalPinkDay

### May 2018

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

### July 2018

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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



# July 2018



MON	TUE	WED	THU	FRI	SAT	SUN
25	26	27	28	29	30	
2	3		5		7	8
9	10	11	12		14	
16		18	19		21	22
	24	25	26	27	28	29
30		1	2	3	4	5

## TRENDING EVENTS

- 1** **Canada Day**  
#CanadaDay
- 4** **Independence Day (US)**  
#4thofJuly #Happy4th
- 6** **National Fried Chicken Day**  
#NationalFriedChickenDay
- 13** **Friday the 13th**  
#FridayThe13th
- 15** **National Ice-cream Day**  
#NationalIceCreamDay
- 17** **World Emoji Day**  
#WorldEmojiDay
- 20** **Fortune Cookie Day**  
#FortuneCookieDay
- 23** **National Hot Dog Day**  
#HotDogDay
- 31** **National Avocado Day**  
#NationalAvocadoDay

### June 2018











			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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### August 2018

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6	7	8	9	10	11	12		
13	14	15	16	17	18	19		
20	21	22	23	24	25	26		
27	28	29	30	31				

# August 2018



MON	TUE	WED	THU	FRI	SAT	SUN
30	31		2		4	5
6	7		9		11	12
	14		16	17	18	
20	21	22	23		25	
	28	29	30	31	1	2

## TRENDING EVENTS

- 1** National Girlfriend Day  
#NationalGirlfriendDay
- 3** International Beer Day  
#InternationalBeerDay
- 8** International Cat Day  
#CatDay
- 10** National S'mores Day  
#NationalSmoesDay
- 13** Left-Handers Day  
#LeftHandersDay
- 15** National Relaxation Day  
#RelaxationDay
- 19** World Photo Day  
#WorldPhotoDay
- 24** National Waffle Day  
#NationalWaffleDay
- 26** National Dog Day  
#NationalDogDay
- 27** Summer Bank Holiday (UK)  
#BankHoliday

## July 2018




							1
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

## September 2018

							1	2
3	4	5	6	7	8	9		
10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		

# September 2018



MON	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31		2
	4		6	7	8	
10		12		14	15	16
17		19	20		22	23
24	25	26		28		30

## TRENDING EVENTS

- 1** **International Bacon Day**  
#BaconDay
- 3** **Labor Day (US)**  
#LaborDay #LaborDayWeekend
- 5** **International Day of Charity**  
#DayOfCharity
- 9** **Grandparents' Day**  
#NationalGrandparentsDay
- 11** **Remembering 9/11**  
#NeverForget #September11
- 13** **International Programmers' Day**  
#ProgrammersDay
- 18** **National Respect Day**  
#RespectDay
- 21** **International Day of Peace**  
#PeaceDay #InternationalPeaceDay
- 27** **World Tourism Day**  
#WorldTourismDay
- 29** **National Coffee Day**  
#CoffeeDay

### August 2018

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

### October 2018

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

# October 2018



MON	TUE	WED	THU	FRI	SAT	SUN
	2				6	7
	9	10	11	12	13	14
15		17	18	19	20	21
22	23	24	25	26	27	
29	30		1	2	3	4

## TRENDING EVENTS

- 1 National Pumpkin Spice Day**  
#PumpkinSpiceDay
- 3 National Boyfriend Day**  
#NationalBoyfriendDay
- 4 National Taco Day**  
#NationalTacoDay #TacoDay
- 5 World Smile Day**  
#WorldSmileDay
- 8 Columbus Day (US)**  
#ColumbusDay
- 8 Thanksgiving Day (Canada)**  
#CanadianThanksgiving
- 16 Boss's Day**  
#BossDay
- 28 National Chocolate Day**  
#NationalChocolateDay
- 31 Halloween**  
#Halloween #HappyHalloween

### September 2018

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

### November 2018

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26	27	28	29	30			



# December 2018



MON	TUE	WED	THU	FRI	SAT	SUN
26	27	28	29	30	1	2
3	4	5	6	7	8	9
	11	12		14	15	16
17	18	19	20		22	23
			27	28	29	30
	1	2	3	4	5	6

## TRENDING EVENTS

- 10** **Human Rights Day**  
#HumanRightsDay
- 13** **National Cocoa Day**  
#NationalCocoaDay
- 21** **First Day of Winter**  
#FirstDayofWinter
- 24** **Christmas Eve**  
#ChristmasEve
- 25** **Christmas Day**  
#MerryChristmas
- 26** **Boxing Day (UK/Canada)**  
#BoxingDay
- 31** **New Years Eve**  
#NYE #NewYearsEve

## November 2018



		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## January 2019

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

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