

Social Media Calendar



by  **DIGITAL**
DISCOVERY

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

				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					

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

			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

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

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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					

April 2018

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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

			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	

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					

May 2018

MON

TUE

WED

THU

FRI

SAT

SUN

TRENDING EVENTS

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- 4 **Star Wars Day**
#MayThe4thBeWithYou
- 5 **Cinco de Mayo** (US/Mexico)
#CincoDeMayo
- 7 **Early May Bank Holiday** (UK)
#MayDay
- 13 **Mother's Day** (US/Canada)
#HappyMothersDay
- 15 **National Chocolate Chip Day**
#ChocolateChipDay
- 18 **National Bike to Work Day**
#BikeToWorkDay
- 21 **National Memo Day**
#MemoDay
- 23 **World Turtle Day**
#WorldTurtleDay
- 28 **Memorial Day** (US) / **Late May Bank Holiday** (UK)
#MemorialDay / #BankHoliday

April 2018

June 2018

[illegible]

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

						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

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	25	26	27
28	29	30			

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

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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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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			

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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