

2025

SOCIAL MEDIA CALENDAR

Important dates to add to your diary for content inspiration and promotional ideas

Customised for the food and drink sector

JANUARY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	01 New Year's Day	02	03	04 National Spaghetti Day
05	06 National Shortbread Day	07 National Tempura Day	08	09	10	11
12 National Hot Tea Day	13 National Gluten Free Day	14	15 National Bagel Day	16 International Hot and Spicy Food Day	17	18 Get To Know Your Customers Day
19 National Popcorn Day	20 Brew/Blue Monday	21	22 National Hot Sauce Day	23 National Pie Day	24 National Peanut Butter Day	25 Burns Night
26	27 Chocolate Cake Day	28	29 Chinese New Year	30 National Croissant Day	31 Hot Chocolate Day	01

MONTHLY THEMES

Dry January
Veganuary
Ginuary
National Soup Month

KEY HASHTAGS

#DryJanuary
#BlueMonday
#Veganuary

CONTENT IDEAS

Brew/Blue Monday: Offer a discount to combat the January blues

Veganuary: Use this event to launch new products to capitalise on the event. Create a vegan meal deal!

Dry Jan: Share alcohol free recipes, host a challenge

FEBRUARY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01 Ice Cream for Breakfast Day
02 British Yorkshire Pudding Day	03 Carrot Cake Day	04 World Cancer Day	05 World Nutella Day	06 National Chopsticks Day	07 Bubble Gum Day	08
09 National Pizza Day	10	11	12	13 National Tortellini Day	14 Valentine's Day	15 Real Bread Week
16 National Almond Day	17	18 Drink Wine Day	19	20 National Love Your Pet Day	21	22 Margarita Day
23 Banana Bread Day	24 World Bartender Day	25 Let's All Eat Right Day	26	27 National Chilli Day	28	01

MONTHLY THEMES/KEY EVENTS

Valentine's Day

CONTENT IDEAS

Valentine's Day: A curated gift guide, romantic quotes, food and drink pairings.

World Nutella Day: Celebrate with a quirky recipe

National chopstick Day: Challenge your employees skills over an IG reel

MARCH

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	01 World Compliment Day
02	03 British Pie Week National Butchers Week	04 Pancake Day	05 Ash Wednesday	06 Frozen Food Day	07 National Cereal Day	08 International Women's Day
09 National Meatball Day	10 Pack Your Lunch Day	11	12	13	14	15
16	17 St. Patrick's Day	18 Global Recycling Day	19	20 International Macaron Day	21 Red Nose Day	22
23 Mother's Day 30	24 National Taco Day 31	25 International Waffle Day	26 National Spinach Day	27 International Whiskey Day	28	29

MONTHLY THEMES/KEY EVENTS

National Nutrition Month
National Butcher's Week

CONTENT IDEAS

Pancake Day: Create a step-by-step video tutorial.

Mother's Day Giveaway: Offer a free meal, gift certificate, or other prize related to your business.

Meat Education: Create informative posts about different cuts of meat, cooking methods, and nutritional benefits.

APRIL

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01 April Fool's 	02	03	04 International Carrot Day 	05
06	07 World Health Day 	08 National Empanada Day 	09	10	11 Cheese Fondue Day 	12
13	14	15	16 Eggs Benedict Day 	17 Herbalist Day 	18 Good Friday 	19 National Amaretto Day 
20 Easter Sunday 	21	22 Earth Day 	23 Great British Beef Week 	24 National Pigs In Blankets Day 	25	26
27	28	29	30 Stop Food Waste Day 	31	01	02

MONTHLY THEMES/KEY EVENTS

Great British Beef Week
Stress Awareness Month
National Brunch Month

CONTENT IDEAS

Behind-the-Scenes: Share a glimpse into your operations to show how you minimise food waste, such as donating excess food

Healthy Recipe: Share a healthy recipe that aligns with the World Health Day theme.

MAY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	01	02 World Tuna Day	03
04	05 Early May Bank Holiday	06 Nurses Day	07 National Homebrew Day	08	09	10 World Fairtrade Day
11 Eat What You Want Day	12 World Cocktail Day	13 International Hummus Day	14 National Brioche Day	15	16	17 World Whisky Day
18 World Baking Day	19	20	21 International Tea Day	22	23	24
25	26 National BBQ Week	27	28 British Sandwich Week	29 National Biscuit Day	30	31

MONTHLY THEMES/KEY EVENTS

Food Allergy Awareness Week (May 11-17)
National Egg Month
Mental Health Awareness Month

CONTENT IDEAS

Cocktail Quiz: Engage your audience with a cocktail-themed quiz or trivia.

Tea Brewing Tips: Share tips on how to brew the perfect cup of tea, including water temperature, steeping time, and tea-to-water ratio.

JUNE

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01 World Milk Day 	02 Rocky Road Day 	03 World Cider Day 	04 National Cheese Day 	05 World Environment Day 	06 National Fish and Chip Day 	07 World Food Safety Day 
08 World Oceans Day 	09	10 Iced Tea Day 	11 World Population Day 	12 International Falafel Day 	13	14 World Gin Day 
15 Fathers Day 	16 National Fudge Day 	17 Eat Your Vegetables Day 	18 International Sushi Day 	19 Martini Day 	20	21 First Day of Summer 
22	23	24 World Wellbeing Week 	25	26	27 National Cream Tea Day 	28
29	30 World Social Media Day 	01	02	03	04	05

MONTHLY THEMES/KEY EVENTS

Pride Month
National Smile Month

CONTENT IDEAS

Cheese Tasting Event: Host a cheese tasting event, where customers can sample different types of cheese and learn about their unique flavours.

Wellness Tips: Share short, actionable tips for improving overall well-being.

JULY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01  International Chicken Wing Day	02	03  International Plastic Bag Free Day	04	05
06  Thank You Day	07  World Chocolate Day	08	09	10  Pina Colada Day	11  Kebab Day	12  World Rum Day
13  French Fry Day	14	15  Give Something Away Day	16  National Cherry Day	17  World Emoji Day	18	19
20	21  World Ice Cream Day	22	23  Sprinkle Day	24  National Tequila Day	25  Cheese and Wine Day	26  World Tofu Day
27	28  National Milk Chocolate Day	29	30	31	01	02

MONTHLY THEMES/KEY EVENTS

Plastic Free July

CONTENT IDEAS

Chocolate History: Share interesting facts about the history of chocolate, from its origins to modern-day production.

Give Back Post: Share a post explaining why your company is participating in Give Something Away Day and what you're giving away.

AUGUST

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	01 International Beer Day 	02 Mustard Day 
03 National Watermelon Day 	04 National Chocolate Chip Cookie Day 	05 Oyster Day 	06	07 India Pale Ale Day 	08	09
10	11 National Bakewell Tart Day 	12	13 National Prosecco Day 	14	15 Relaxation Day 	16
17 National Cupcake Day 	18 National Fajita Day 	19	20	21	22 World Plant Milk Day 	23
24 31	25 Summer Bank Holiday 	26 World Dog Day 	27	28 National Burger Day 	29 Lemon Juice Day 	30 International Bacon Day 

MONTHLY THEMES/KEY EVENTS

World Cancer Support Month

CONTENT IDEAS

Beer-Making Process: Share insights into the beer-making process, from malting to fermentation.

Infographics: Share infographics with tips for reducing stress and improving mental health.

SEPTEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	01	02 World Coconut Day	03	04 Eat an Extra Dessert Day	05 National Charity Day	06
07 National Salami Day	08	09	10	11 National Hot Cross Bun Day	12 National Chocolate Milkshake Day	13
14 Recycle Awareness Week	15	16 National Guacamole Day	17	18 National Cheese Burger Day	19	20 World Paella Day
21 Oktoberfest Starts	22 Autumn Equinox	23	24	25	26 World's Biggest Coffee Morning	27
28 National Rice Week	29	30	01	02	03	04

MONTHLY THEMES

Organic September
National Tofu Month

CONTENT IDEAS

Charity Spotlight: Highlight a different charity each day and share information about their work.

Recycling Myth-Busting: Debunk common myths about recycling.

OCTOBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01 International Coffee Day 	02	03 Buy British Day 	04 National Vodka Day 
05 Noodle Day 	06 National Curry Week 	07	08	09 International Beer and Pizza Day 	10 World Mental Health Day 	11
12	13	14	15	16 World Food Day 	17 National Pasta Day 	18 Wear Pink Day 
19 International Gin and Tonic Day 	20 UK Coffee Week 	21 Apple Day 	22	23	24 Global Champagne Day 	25 World Pasta Day 
26 Pumpkin Day 	27 National Cheese Toastie Day 	28	29	30	31 Halloween 	01

MONTHLY THEMES

Breast Cancer Awareness Month
National Seafood Month
Go Sober For October

CONTENT IDEAS

Local Business Shoutouts: Highlight local businesses and their unique offerings.

Mental Health Resources: Share information about mental health resources, such as helplines, apps, and websites.

NOVEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01 World Vegan Day
02	03	04 National Roast Dinner Day	05 Bonfire Night	06 International Stout Day	07	08 National Cappuccino Day
09 British Pudding Day	10	11 Remembrance Day	12	13 World Kindness Day	14	15
16	17	18 National Entrepreneurs Day	19 International Men's Day	20	21	22 Kimchi Day
23 National Espresso Day 30	24	25 White Ribbon Day	26 International Cake Day	27 Thanksgiving	28 Black Friday	29

MONTHLY THEMES

Movember
World Vegan Month

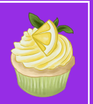
CONTENT IDEAS

Roast Dinner Special: Promote a special roast dinner deal or offer.

Challenge Stereotypes: Challenge harmful stereotypes about masculinity.

DECEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	01  British Curry Day	02  English Breakfast Day	03	04  National Cookie Day	05  International Volunteer Day	06  Small Business Saturday
07	08  National Brownie Day	09  National Pastry Day	10  National Lager Day	11	12  Christmas Jumper Day	13
14	15  Lemon Cupcake Day	16	17  National Maple Syrup Day	18	19  Ugly Sweater Day	20
21  Shortest Day	22	23	24  Christmas Eve	25  Christmas Day	26  Boxing Day	27  Fruitcake Day
28	29	30	31  New Year's Eve	01	02	03

MONTHLY THEMES

Safe Toy and Gift Month

CONTENT IDEAS

Store or Shop Photos: Showcase your store's interior and atmosphere.

Advent Calendar: Create a daily advent calendar with special offers, recipes, or trivia.

Holiday Party Planning Tips: Offer tips for hosting a successful holiday party

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