2025

SOCIAL MEDIA CALENDAR

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

Customised for the finance and professional services sector

JANUARY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	01 New Year's Day	02	03	04 National Trivia Day
05	06	07	08 Typing Day	09	10 Cut your Energy Costs Day	11 Human Trafficking Day
12	13 Clean Your Desk Day	14	15	16	17 International Mentoring Day	18 Get To Know Your Customers Day
19	20 Brew/Blue Monday	21 Big Energy Saving Week	22	23	24 International Education Day	25 Burns Night
26	27	28 World Data Privacy Day	29 Chinese New Year	30	31 National Fun at Work Day	01

MONTHLY THEMES/KEY EVENTS

National Mentoring Month
Financial Wellness Month

CONTENT IDEAS

Fun Facts: Share interesting facts about typing, like the history of the keyboard or the average typing speed.

Detail your company's commitment to data privacy, including specific security measures and compliance with regulations.

FEBRUARY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01
02	03 National Apprenticeship Week	04	05	06	07 National Wear Red Day	08
09	10	11 Safer Internet Day	12	13	14 Valentine's Day	15
16	17 Random Act of Kindness Day	18	19 Prevent Plagiarism Day	20	21 Language Day	22 Founders Day
23	24	25	26	27	28	01

MONTHLY THEMES/KEY EVENTS

Black History Month
National Apprenticeship Week

CONTENT IDEAS

"A Day in the Life of an Apprentice" - Share a short video showcasing the daily experiences of an apprentice in your company.

Post a throwback photo: Share an old photo of the founder to evoke nostalgia and highlight their early days.

MARCH

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	01 World Compliment Day
02	03 National Careers Week	04	05 Ash Wednesday	06 World Book Day	07 Employee Appreciation Day	08 International Women's Day
09 Made in the UK Day	10	11	12 World Wide Web Birthday	13	14 World Sleep Day	15 World Consumer Rights Day
16	17 St. Patrick's Day	18 Global Recycling Day	19 Debt Awareness Week 2025	20 International Day of Happiness	21 Red Nose Day	22 World Water Day
23 Mother's Day 30	24 World Backup Day 31	25	26	27	28	29 Earth Hour Day

MONTHLY THEMES/KEY EVENTS

Women's History Month
UK Spring Budget
Global Money Week - 17th

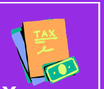
CONTENT IDEAS

"The Future of Work: Emerging Trends and Job Roles" - Visualize future job trends and the skills needed to succeed.

Sharing Statistics: Use data to illustrate the importance of gender equality.

APRIL

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01  April Fool's	02	03  World Cloud Security Day	04 Walk to Work Day 	05 End of Tax Year
06  Start of Tax Year	07 World Health Day 	08	09  World IoT Day	10  Global Work From Home Day	11	12
13	14	15	16  National Wear Your Pyjamas to Work Day	17	18 Good Friday 	19
20  Easter Sunday	21  National Coin Week	22  Earth Day	23 St George's Day	24	25	26  World Intellectual Property Day
27	28  World Day for Safety and Health at Work	29  UK FinTech Week	30	31	01	02

MONTHLY THEMES/KEY EVENTS

Stress Awareness Month
Active for April
UK FinTech Week

CONTENT IDEAS

Interview a cloud security expert to discuss their insights and predictions for the future.

#DidYouKnow post: Share a surprising or little-known fact about the environment.

MAY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	01  World Password Day	02	03
04	05  Early May Bank Holiday	06  Nurses Day	07	08 World Red Cross Day	09	10  World Fairtrade Day
11	12 Mental Health Awareness Week	13	14	15	16  National Bike to Work Day	17
18	19	20	21	22  National Share Scheme Day	23	24  National Conservation Week
25	26	27  Wordpress Day	28  Insurance Awareness Day	29	30 National Creativity Day	31

MONTHLY THEMES

Mental health awareness month

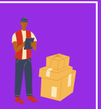
CONTENT IDEAS

Password Hacks: Common Mistakes and How to Avoid Them

Blog Post: "Why Insurance Matters: Protecting Your Future

JUNE

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01	02 Leave the Office Early Day 	03	04 Global Running Day 	05 World Environment Day 	06	07
08 World Oceans Day 	09 National Email Week 	10	11 World Population Day 	12	13	14 World Blood Donor Day 
15 Fathers Day 	16	17	18	19	20 World Wi-Fi Day 	21 First Day of Summer 
22	23	24 World Wellbeing Week 	25	26 National Handshake Day 	27	28 National Logistics Day 
29	30 World Social Media Day 	01	02	03	04	05

MONTHLY THEMES/KEY EVENTS

Pride Month
National Smile Month

CONTENT IDEAS

Email Hacks: Tips and Tricks for Efficient Email Management

Meme: A funny meme depicting the joy of leaving work early.

World Environment Day: Share Your Green Initiatives

JULY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01	02	03 International Plastic Bag Free Day	04 Comic Sans Day	05 National Workaholics Day
06 Thank You Day	07	08	09	10	11 World Population Day	12 Amazon Prime Day
13	14	15 Give Something Away Day	16 Artificial Intelligence Appreciation Day	17	18 World Listening Day	19
20	21	22 World Brain Day	23	24	25 National Intern Day	26
27 National Marine Week	28	29	30	31	01	02

MONTHLY THEMES/KEY EVENTS

Plastic Free July

CONTENT IDEAS

AI-Generated Content Challenge: Challenge people to create content using AI tools

Intern Spotlight: Feature an intern on social media, highlighting their work and achievements.

AUGUST

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	01 World Wide Web Day	02
03	04	05	06	07	08	09
10	11	12	13	14 National Financial Awareness Day	15	16 National Authenticity Day
17 National Nonprofit Day	18	19 World Photography Day	20	21 World Entrepreneurs Day	22	23
24 31	25 Summer Bank Holiday	26 National Women's Equality Day	27	28	29	30

MONTHLY THEMES/KEY EVENTS

CONTENT IDEAS

"Financial Tips from the Experts" - Interview financial experts to share practical advice on budgeting, saving, and investing

Quote of the Day: Share inspirational quotes from famous entrepreneurs.

SEPTEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	01  National Payroll Week	02	03  Global Talent Acquisition Day	04	05  National Charity Day	06
07	08  UK Saving Week	09  Emergency Services Day	10	11	12	13  Programmers Day
14  Recycle Awareness Week	15 National Coding Week	16  Pension Awareness Day	17	18 International Equal Pay Day	19	20 International NFT Day
21	22  Great British Beach Clean	23	24	25  World Maritime Day	26	27 World Tourism Day
28	29  World Heart Day	30  International Podcast Day	01	02	03	04

MONTHLY THEMES/KEY EVENTS

World Alzheimer's Month
National Coding Week - 15th

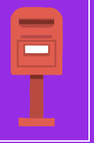
CONTENT IDEAS

Poll: Ask your followers about their saving habits.

Inspirational Quotes: Share quotes about retirement planning and financial security.

OCTOBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01  International Coffee Day	02	03  National Techie Day	04
05	06  National Customer Service Week	07	08	09 World Post Day 	10  World Mental Health Day	11
12	13  National Online Bank Day	14  World Standards Day	15	16  Bosses Day	17  Spreadsheet Day	18  Wear Pink Day
19	20  World Statistics Day	21	22	23	24	25
26	27  National Mentoring Day	28	29	30	31  World Savings Day	01

MONTHLY THEMES/KEY EVENTS

Global Diversity Awareness Month

Cybersecurity Awareness Month

Breast Cancer Awareness Month

CONTENT IDEAS

Blog Post: "The Financial Impact of Mental Health: How to Prioritize Well-being"

Poll: Ask your followers about their favourite spreadsheet function.

NOVEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01 World Vegan Day
02 World Communication Week	03 Talk Money Week	04	05 Bonfire Night	06 National Stress Awareness Day	07 National Programmatic Advertising Day	08 STEM Day
09	10 International Accounting Day	11 Remembrance Day	12	13 World Kindness Day	14	15 National Philanthropy Day
16	17	18 National Entrepreneurs Day	19 International Men's Day	20	21 World Television Day	22
23 Computer Security Day 30	24 National Tree Week	25	26	27	28	29 Systems Engineer Day

MONTHLY THEMES/KEY EVENTS

Men's Health Awareness Month
International Leadership Week
National Career Development Month

CONTENT IDEAS

Global Accounting Differences: Highlight the differences in accounting standards across different countries.

Blog Post: "Cybersecurity 101: Protecting Yourself in the Digital Age"

DECEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	01	02	03	04 International Day of Banks	05 International Volunteer Day	06 Small Business Saturday
07	08	09	10 Digital Rights Day	11 National App Day	12 Christmas Jumper Day	13
14 Free Shipping Day	15	16	17	18	19	20
21 Shortest Day	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27
28 National Download Day	29	30 Resolution Planning Day	31 New Year's Eve	01	02	03

MONTHLY THEMES/KEY EVENSTS

National Grief Awareness Week

CONTENT IDEAS

Infographic: "The Anatomy of a Successful App"

Offer Download Discounts: Offer discounts on digital products or services.

Poll: Ask your followers about their holiday spending habits.

Where Ideas Go Digital

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