2025

SOCIAL MEDIA CALENDAR

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

Content ideas for every day of the year

JANUARY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	31	01 New Year's Day	02 National Science Fiction Day	03 Festival of Sleep Day	04 National Trivia Day
05 National Bird Day	06 National Shortbread Day	07 National Tempura Day	08 Typing Day	09 Poetry at Work Day	10 Cut your Energy Costs Day	11 Human Trafficking Day
12 National Hot Tea Day	13 Clean Your Desk Day	14 Dress Up Your Pet Day	15 National Bagel Day	16 International Hot and Spicy Food Day	17 International Mentoring Day	18 Get To Know Your Customers Day
19 National Popcorn Day	20 Brew/Blue Monday	21 Big Energy Saving Week	22 National Hot Sauce Day	23 National Pie Day	24 National Peanut Butter Day	25 Burns Night
26 Australia Day	27 Chocolate Cake Day	28 Data Privacy Day	29 Chinese New Year	30 National Croissant Day	31 Hot Chocolate Day	01

MONTHLY THEMES

Dry January
Veganuary
Ginuary
National Soup Month
Financial Wellness 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 National Apprenticeship Week	04 World Cancer Day	05 World Nutella Day	06 National Chopsticks Day	07 National Wear Red Day	08 Global Movie Day
09 National Pizza Day	10 Teddy Day	11 Safer Internet Day	12 Darwin Day	13 Galentine's Day	14 Valentine's Day	15 Real Bread Week
16 Innovation Day	17 Random Acts of Kindness Day	18 Drink Wine Day	19 Prevent Plagiarism Day	20 National Love Your Pet Day	21 Language Day	22 Founders Day
23 Banana Bread Day	24 World Bartender Day	25 Let's All Eat Right Day	26 Carpe Diem Day	27 National Chilli Day	28 National Science Day	01

MONTHLY THEMES/KEY EVENTS

Black History Month
National Apprenticeship Week
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 Oscars	03 British Pie Week National Butchers Week	04 Pancake Day	05 Ash Wednesday	06 World Book Day	07 Employee Appreciation Day	08 International Women's Day
09 National Meatball Day	10 Pack Your Lunch Day	11 British Science Week	12 World Wide Web Birthday	13 National Jewel Day	14 World Sleep Day	15 World Consumer Rights Day
16 Young Carer's Action Day	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 Puppy Day Mother's Day 30	24 Flatmates Day National Taco Day 31	25 International Waffle Day	26 National Spinach Day	27 International Whiskey Day	28 National Hot Tub Day	29 Earth Hour Day

MONTHLY THEMES/KEY EVENTS

National Nutrition Month
Global Money Week
National Butcher's Week

CONTENT IDEAS

Employee Spotlight: Share posts fhighlighting their achievements, skills, and unique qualities.

Debt 101: Share a simple guide to understanding different types of debt and how they work.

Water Conservation Tips: Share practical tips on how to conserve water at home and work.

APRIL

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01 April Fool's	02 World Autism Awareness Day	03 World Cloud Security Day	04 Walk to Work Day	05 Grand National
06 Start of Tax Year	07 World Health Day	08 National Empanada Day	09 World IoT Day	10 Global Work From Home Day	11 Cheese Fondue Day	12 International Day of Human Space Flight
13 National Scrabble Day	14 National Dolphin Day	15 World Art Day	16 National Wear Your Pyjamas to Work Day	17 Herbalist Day	18 Good Friday	19 National Amaretto Day
20 Easter Sunday	21 National Coin Week	22 Earth Day	23 Great British Beef Week	24 National Pigs In Blankets Day	25 DNA Day	26 World Intellectual Property Day
27 Morse Code Day	28 UK FinTech Week	29 Viral Video Day	30 Stop Food Waste Day	31	01	02

MONTHLY THEMES/KEY EVENTS

Great British Beef Week
Stress Awareness Month
National Pet Month
National Brunch Month

CONTENT IDEAS

The Future of Cloud Security: Explore emerging trends and technologies in cloud security

Health Myths Debunked: Address common health misconceptions with evidence-based information.

Sustainable beef farming and nutrition facts

MAY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	01 World Password Day	02 World Tuna Day	03 Kentucky Derby
04 Star Wars Day	05 Early May Bank Holiday	06 Nurses Day	07 National Homebrew Day	08 V-E Day	09 Child Care Provider Day	10 World Fairtrade Day
11 Eat What You Want Day	12 World Cocktail Day	13 International Hummus Day	14 National Brioche Day	15 International Family Day	16 National Bike to Work Day	17 World Whisky Day
18 World Baking Day	19 Plant Something Day	20 World Bee Day	21 International Tea Day	22 National Share Scheme Day	23 Foster Care Fortnight	24 National Conservation Week
25 Monaco Grand Prix	26 National BBQ Week	27 Wordpress Day	28 Insurance Awareness Day	29 National Biscuit Day	30 National Creativity Day	31 Autonomous Vehicle Day

MONTHLY THEMES/KEY EVENTS

Mental Health Awareness Month
National Walking Month
National Investors Month
Make May Purple/Action on stroke month

CONTENT IDEAS

Trade Barriers and their Impact: Highlight the negative consequences

A Day in the Life of a Nurse: Share a glimpse into the daily challenges and triumphs of a nurse's life.

Conservation Heroes: Highlight the work of conservationists and environmental activists.

JUNE

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
01 World Milk Day	02 Leave the Office Early Day	03 World Cider Day	04 Global Running Day	05 World Environment Day	06 National Fish and Chip Day	07 World Food Safety Day
08 World Oceans Day	09 National Email Week	10 EHS Day	11 World Population Day	12 Start of US Open	13 International Albinism Awareness Day	14 World Blood Donor Day
15 Fathers Day	16 World Refill Day	17 Eat Your Vegetables Day	18 International Sushi Day	19 Martini Day	20 World Wi-Fi Day	21 First Day of Summer
22 Positive Media Day	23 International Women in Engineering Day	24 World Wellbeing Week	25 Global Beatles Day	26 National Handshake Day	27 National Bingo Day	28 National Logistics Day
29 National Camera Day (USA)	30 World Social Media Day	01	02	03	04	05

MONTHLY THEMES/KEY EVENTS

Pride Month
National Smile Month

CONTENT IDEAS

Running Challenges: Challenge your followers to a virtual running challenge, such as a 5K or 10K run.

Sustainable Living Tips: Share practical tips on how to live a more sustainable lifestyle

JULY

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
29	30	01  International Chicken Wing Day	02  World UFO Day	03  International Plastic Bag Free Day	04 F Comic Sans Day	05  National Workaholics Day
06  Thank You Day	07  World Chocolate Day	08  National Video Game Day	09 National Dimples Day	10  Pina Colada Day	11  World Population Day	12  Amazon Prime Day
13  National Rock Day	14  Bastille Day	15  Give Something Away Day	16  Artificial Intelligence Appreciation Day	17  World Emoji Day	18  World Listening Day	19  Ask an Archaeologist Day
20  Space Exploration Day	21  World Ice Cream Day	22  World Brain Day	23  Sprinkle Day	24 Samaritans Awareness Day	25  National Intern Day	26  World Tofu Day
27  National Marine Week	28  National Milk Chocolate Day	29  International Tiger Day	30  International Day of Friendship	31  International Lifeguard Appreciation Day	01	02

MONTHLY THEMES/KEY EVENTS

Plastic Free July
Tour De France

CONTENT IDEAS

The Impact of Emojis: Discuss the cultural impact of emojis and their role in communication.

Intern Tips: Offer advice to interns on how to make the most of their internship experience

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 Farmworker Appreciation Day 	07 India Pale Ale Day 	08 International Cat Day 	09 Indigenous Day 
10 Update Your Bio Day 	11 National Bakewell Tart Day 	12 IBM PC Day 	13 National Prosecco Day 	14 National Financial Awareness Day 	15 Relaxation Day 	16 National Authenticity Day 
17 National Non-Profit Day 	18 Serendipity Day 	19 World Photography Day 	20 World Mosquito Day 	21 World Entrepreneurs Day 	22 World Plant Milk Day 	23 Hashtag Day 
24 World Water Week  31	25 Summer Bank Holiday 	26 World Dog Day 	27 International Lottery Day 	28 National Burger Day 	29 Lemon Juice Day 	30 International Bacon Day 

MONTHLY THEMES/KEY EVENTS

National Inventors Month

CONTENT IDEAS

Beer Polls: Ask your audience about their favorite beer styles, brewing techniques, or beer-drinking habits.

Post quotes from famous entrepreneurs to inspire and motivate.

Stress Management Tips: Share tips on how to manage stress and anxiety.

SEPTEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31	01 National Payroll Week Starts	02 World Coconut Day	03 Global Talent Acquisition Day	04 Eat an Extra Dessert Day	05 National Charity Day	06 Fight Procrastination Day
07 Clean Air Day	08 UK Saving Week	09 Emergency Services Day	10 World Suicide Prevention Day	11 National Hot Cross Bun Day	12 National Chocolate Milkshake Day	13 Programmers Day
14 Recycle Awareness Week	15 World Engineering Day	16 Pension Awareness Day	17 World Patient Safety Day	18 National Cheese Burger Day	19 National Tradesmen Day	20 Software Freedom Day
21 Oktoberfest Starts	22 Autumn Equinox	23 International Day of Sign Languages	24 National Punctuation Day	25 World Maritime Day	26 World's Biggest Coffee Morning	27 World Tourism Day
28 National Rice Week	29 World Heart Day	30 International Podcast Day	01	02	03	04

MONTHLY THEMES/KEY EVENTS

World Alzheimer's Month
Sourdough September
Organic September
National Coding Week - 15th

CONTENT IDEAS

Community Support: Highlight ways to support local emergency services, such as volunteering or donating

Maritime Careers: Highlight the diverse career opportunities within the maritime industry.

OCTOBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	01 International Coffee Day	02 Name Your Car Day	03 Buy British Day	04 National Vodka Day
05 Noodle Day	06 National Curry Week	07 National LED Light Day	08 World Octopus Day	09 World Post Day	10 World Mental Health Day	11 National Album Day
12 Farmers Day	13 National Online Bank Day	14 World Standards Day	15 World AI Day	16 World Food Day	17 National Pasta Day	18 Wear Pink Day
19 International Gin and Tonic Day	20 World Statistics Day	21 World Energy Saving Day	22 Caps Lock Day	23 National Paralegal Day	24 Global Champagne Day	25 World Pasta Day
26 Daylight Saving Time	27 National Cheese Toastie Day	28 International Animation Day	29 National Internet Day	30 National Checklist Day	31 Halloween	01

MONTHLY THEMES/KEY EVENTS

Breast Cancer Awareness Month
Cyber Security Awareness Month
National Seafood Month
Go Sober For October

CONTENT IDEAS

Stigma and Mental Health: Address the stigma surrounding mental health and encourage open conversations.

Internet Polls: Ask your audience about their internet usage habits, favourite websites, or online experiences.

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 Starts	04 National Roast Dinner Day	05 Bonfire Night	06 International Stout Day	07 National Programmatic Advertising Day	08 STEM Day
09 British Pudding Day	10 International Accounting Day	11 Remembrance Day	12 World Pneumonia Day	13 World Kindness Day	14 World Diabetes Day	15 National Philanthropy Day
16 National Button Day	17 Road Safety	18 National Entrepreneurs Day	19 International Men's Day	20 St Edmund's Day	21 World Television Day	22 Kimchi Day
23 National Espresso Day / Computer Security Day 30	24 National Tree Week	25 White Ribbon Day	26 International Cake Day	27 Thanksgiving	28 Black Friday	29 Systems Engineer Day

MONTHLY THEMES/KEY EVENTS

Movember
World Vegan Month

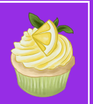
CONTENT IDEAS

The Importance of Men's Health: Discuss men's health issues, such as mental health, prostate cancer, and heart disease.

Vegan Recipes: Share delicious and easy-to-follow vegan recipes.

DECEMBER

MONTHLY CONTENT CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	01 British Curry Day 	02 English Breakfast Day 	03 National Grief Awareness Week 	04 National Cookie Day 	05 International Volunteer Day 	06 Small Business Saturday 
07 International Civil Aviation Day 	08 National Brownie Day 	09 National Pastry Day 	10 Digital Rights Day 	11 National App Day 	12 Christmas Jumper Day 	13 National Violin Day 
14 Free Shipping Day 	15 Lemon Cupcake Day 	16 Stupid Toy Day 	17 National Maple Syrup Day 	18 International Migrants Day	19 Ugly Sweater Day 	20 Go Caroling Day 
21 Shortest Day 	22 Mathematics Day 	23 Christmas Movie Marathon Day 	24 Christmas Eve 	25 Christmas Day 	26 Boxing Day 	27 Fruitcake Day 
28 National Download Day 	29 Tick Tock Day 	30 Resolution Planning Day 	31 New Year's Eve 	01	02	03

MONTHLY THEMES/KEY EVENTS

National Grief Awareness Week

CONTENT IDEAS

Volunteer Photos: Share photos of volunteers in action, making a difference in their communities.

App Store Optimisation (ASO): Explain the importance of ASO for app success.

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