



2023



Social  
Media  
**Holiday  
Calendar**



# Fuel Your Content Calendar

Do you know when it's *Get to Know Your Customers Day*, *National Pizza Day*, or *International Day of Happiness*? **There are holidays for nearly every day of the year, but not all are worth celebrating.** It's a matter of keeping track of popular holidays, finding new ones that inspire you, and choosing the ones that fit your niche and can be relevant to your audience. Not doing so could cause your brand to miss valuable opportunities to increase reach, show your values, and engage with your followers. **Use this calendar with +250 holidays and observance days to get inspired and create fresh content that adds to the conversation on social media.**

## OTHER HANDY RESOURCES



[The Ultimate Guide to Managing Comments on Social Media](#)

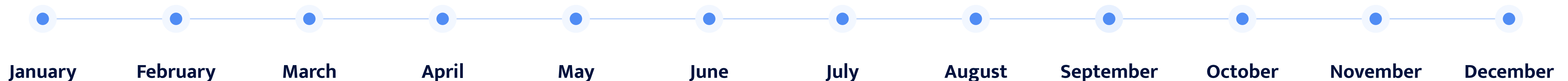


[Conversational Brand Safety: Guide for Marketers](#)



[Social Media Community Moderation Guidelines](#)

*Jump to* →


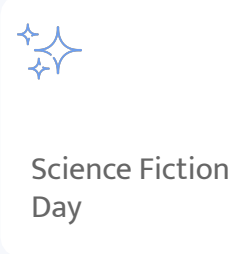
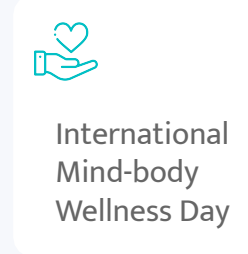
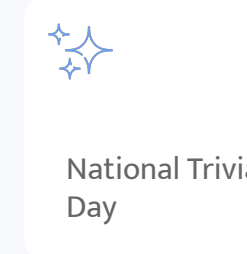
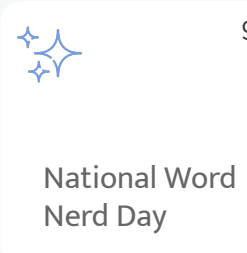
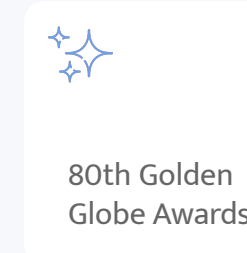
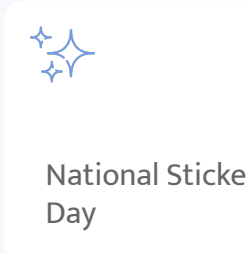
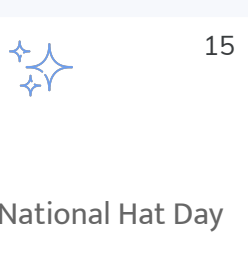

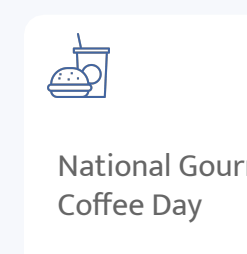
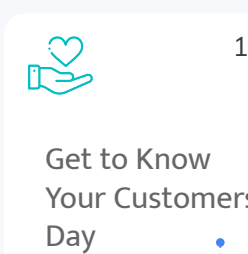


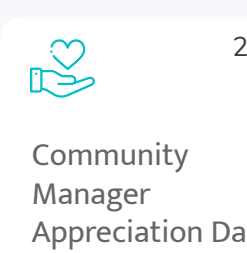
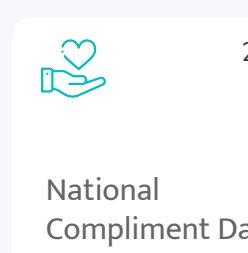

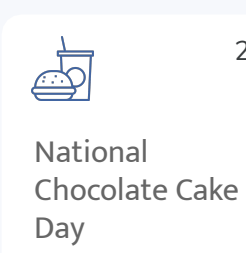
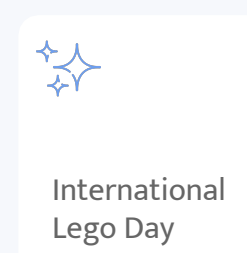
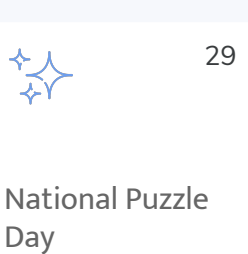
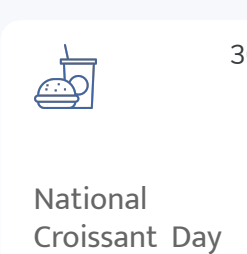
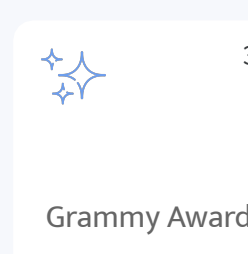


# 01. January

## FINANCIAL WELLNESS MONTH

### Top 5 Events in January

- 1 New Year's Day
- 16 Martin Luther King Jr. Day
- 22 Chinese & Korean New Year
- 23 Community Manager Appreciation Day
- 26 Australia Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 New Year's Day	 Science Fiction Day	 International Mind-body Wellness Day	 National Trivia Day			
	 National Word Nerd Day		 80th Golden Globe Awards		 National Sticker Day	
 National Hat Day	 Martin Luther King Jr. Day		 National Gourmet Coffee Day	 Get to Know Your Customers Day	 Sundance Film Festival (19-29)	
 Chinese & Korean New Year	 Community Manager Appreciation Day	 National Compliment Day		 Australia Day	 National Chocolate Cake Day	 International Lego Day
 National Puzzle Day	 National Croissant Day	 Grammy Awards				

**Reminder**

Social media conversations are the best way to learn about your audience. Listen, engage, and go the extra mile to get to know your customers.

Okay.

# 02. February

## BLACK HISTORY MONTH

### Top 5 Events in February

- 4 World Cancer Day
- 7 Safer Internet Day
- 12 Super Bowl Sunday
- 14 Valentine's Day
- 19 Random Acts of Kindness

SUNDAY

MONDAY

TUESDAY

WEDNESDAY


THURSDAY

FRIDAY


SATURDAY

5

6


 National Frozen Yogurt Day

7

 Safer Internet Day


8

9


 National Pizza Day

10

11


 National Inventors Day

12

 Super Bowl Sunday

13

14

 Valentine's Day


15

16


17

 Random Acts of Kindness Day


18

 National Drink Wine Day


19

 76th BAFTA Awards

20

 Love Your Pet Day

21


 National Pancake Day

22

23

 National Hospitality Workers Appreciation Day


24

 World Bartender Day

25

26

27

 National Retro Day

28

**Reminder**

Ensure your brand community is safe from online bullying, hate speech, and harmful conversations.

[My community is safe.](#) [Start moderating now!](#)

03.

March

WOMEN’S HISTORY MONTH

Top 5 Events in March

- 8




















Holi
- 8

International Women’s Day
- 17

St. Patrick’s Day
- 22

Start of Ramadan
- 31

International Transgender Day of Visibility

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			<div><div></div><div>1</div><div>Zero Discrimination Day</div></div>	<div><div></div><div>2</div><div></div></div>	<div><div></div><div>3</div><div>World Wildlife Day</div></div>	<div><div></div><div>4</div><div></div></div>
<div><div></div><div>5</div><div></div></div>	<div><div></div><div>6</div><div>National Dress Day</div></div>	<div><div></div><div>7</div><div>Holi (7 evening - 8)</div></div>	<div><div></div><div>8</div><div>International Women’s Day</div></div>	<div><div></div><div>9</div><div></div></div>	<div><div></div><div>10</div><div></div></div>	<div><div></div><div>11</div><div>Popcorn Lover’s Day</div></div>
<div><div></div><div>12</div><div>Daylight Savings</div></div>	<div><div></div><div>13</div><div></div></div>	<div><div></div><div>14</div><div>Pi Day</div></div>	<div><div></div><div>15</div><div>International Equal Pay Day</div></div>	<div><div></div><div>16</div><div></div></div>	<div><div></div><div>17</div><div>St. Patrick’s Day</div></div>	<div><div></div><div>18</div><div>Global Recycling Day</div></div>
<div><div></div><div>19</div><div>Mother’s Day (UK)</div></div>	<div><div></div><div>20</div><div>International Day of Happiness</div></div>	<div><div></div><div>21</div><div>International Day of Forests</div></div>	<div><div></div><div>22</div><div>World Water Day</div></div>	<div><div></div><div>23</div><div>Ramadan (22 Mar - 21 Apr)</div></div>	<div><div></div><div>24</div><div></div></div>	<div><div></div><div>25</div><div>Earth Hour Day</div></div>
<div><div></div><div>26</div><div></div></div>	<div><div></div><div>27</div><div>World Theater Day</div></div>	<div><div></div><div>28</div><div></div></div>	<div><div></div><div>29</div><div></div></div>	<div><div></div><div>30</div><div>National Doctors’ Day</div></div>	<div><div></div><div>31</div><div>International Transgender Day of Visibility</div></div>	



Awareness / Appreciation



Education / Arts / Pop culture



Environmental / Wildlife



Sports



Food & Drinks

04.

April

MOVE MORE MONTH  
STRESS AWARENESS MONTH

Top 5 Events in April

- 1

April Fool’s Day
- 7

World Health Day
- 9

Easter Sunday
- 15

World Art Day
- 22

Earth Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<div><div><div>✦ ✦ ✦</div><div>1</div></div><div>April Fools’ Day</div></div>
<div><div><div>🤝❤️</div><div>2</div></div><div>World Autism Awareness Day</div></div>	<div><div><div></div><div>3</div></div></div>	<div><div><div></div><div>4</div></div></div>	<div><div><div>🤝❤️</div><div>5</div></div><div>International Day of Conscience</div></div>	<div><div><div>🍔🥤</div><div>6</div></div><div>National Carbonara Day</div></div>	<div><div><div>🤝❤️</div><div>7</div></div><div>World Health Day</div></div>	<div><div><div></div><div>8</div></div></div>
<div><div><div>🥚🥚🥚</div><div>9</div></div><div>Easter Sunday</div></div>	<div><div><div>🤝❤️</div><div>10</div></div><div>National Siblings’ Day</div></div>	<div><div><div>🤝❤️</div><div>11</div></div><div>National Pet Day</div></div>	<div><div><div>✦ ✦ ✦</div><div>12</div></div><div>International Day of Human Space Flight</div></div>	<div><div><div></div><div>13</div></div></div>	<div><div><div>🤝❤️</div><div>14</div></div><div>Day of Silence</div></div>	<div><div><div>✦ ✦ ✦</div><div>15</div></div><div>World Art Day</div></div>
<div><div><div></div><div>16</div></div></div>	<div><div><div></div><div>17</div></div></div>	<div><div><div></div><div>18</div></div></div>	<div><div><div>🍔🥤</div><div>19</div></div><div>National Banana Day</div></div>	<div><div><div>✦ ✦ ✦</div><div>20</div></div><div>Chinese Language Day</div></div>	<div><div><div>✦ ✦ ✦</div><div>21</div></div><div>World Creativity and Innovation Day</div></div>	<div><div><div>🌱</div><div>22</div></div><div>Earth Day</div></div>
<div><div><div>✦ ✦ ✦</div><div>23</div></div><div>World Book and Copyright Day</div></div>	<div><div><div></div><div>24</div></div></div>	<div><div><div></div><div>25</div></div></div>	<div><div><div></div><div>26</div></div></div>	<div><div><div>✦ ✦ ✦</div><div>27</div></div><div>World Design Day</div></div>	<div><div><div>🌱</div><div>28</div></div><div>Stop Food Waste Day</div></div>	<div><div><div>🏃</div><div>29</div></div><div>International Dance Day</div></div>
<div><div><div>✦ ✦ ✦</div><div>30</div></div><div>International Jazz Day</div></div>						

🤝❤️

Awareness / Appreciation

✦ ✦ ✦

Education / Arts / Pop culture

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Environmental / Wildlife

🏃

Sports

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Food & Drinks























05.  
May

ASIAN HERITAGE MONTH  
MENTAL HEALTH AWARENESS MONTH

Top 5 Events in May

- 5 Vesak Day
- 14 Mother's Day
- 17 International Day Against Homophobia, Transphobia and Biphobia
- 23 Victoria Day
- 29 Memorial Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<div>1</div> <div>MET Gala</div>	<div>2</div> <div>National Fitness Day</div>	<div>3</div>	<div>4</div> <div>Star Wars Day #MayThe4thBe WithYou</div>	<div>5</div> <div>Vesak Day</div>	<div>6</div>
<div>7</div>	<div>8</div>	<div>9</div> <div>Europe Day</div>	<div>10</div> <div>National Small Business Day</div>	<div>11</div>	<div>12</div> <div>International Nurses' Day</div>	<div>13</div> <div>Eurovision Song Contest Finale</div>
<div>14</div> <div>Mother's Day</div>	<div>15</div> <div>International Day of Families</div>	<div>16</div> <div>National Love a Tree Day</div>	<div>17</div> <div>International Day Against Homophobia, Transphobia and Biphobia</div>	<div>18</div> <div>International Museums Day</div>	<div>19</div>	<div>20</div> <div>World Bee Day</div>
<div>21</div> <div>Cultural Diversity Day</div>	<div>22</div>	<div>23</div> <div>Victoria Day</div>	<div>24</div> <div>Scavenger Hunt Day</div>	<div>25</div> <div>National Wine Day</div>	<div>26</div>	<div>27</div>
<div>28</div> <div>International Burger Day</div>	<div>29</div> <div>Memorial Day</div>	<div>30</div> <div>National Creativity Day</div>	<div>31</div>	<div><div>Reminder</div><div>Online discrimination towards people with diverse sexual orientations, gender identities or expressions should be addressed.</div><div>Understood.</div></div>		



Awareness / Appreciation



Education / Arts / Pop culture



Environmental / Wildlife



Sports



Food & Drinks

# 06. June

PRIDE MONTH

## Top 5 Events in June

- 5 World Environment Day
- 18 Father's Day
- 19 Juneteenth
- 21 Start of Summer
- 30 Social Media Day

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

4

National Cheese Day

5

World Environment Day

6

Higher Education Day

7

Global Running Day

8

World Oceans Day

9

10

Global Wellness Day

11

12

Superman Day

13

14

World Blood Donor Day

15

16

National Flip Flop Day

17

National Eat Your Vegetables Day

18

Father's Day

19

Juneteenth

20

World Refugee Day

21

World Music Day  
Start of Summer

22

23

24

Take Your Dog to Work Day

25

26

27

Sunglasses Day

28

29

30

Social Media Day








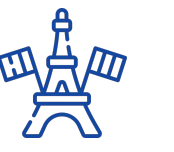














# 07. July

NATIONAL ICE CREAM MONTH  
SOCIAL WELLNESS MONTH

## Top 5 Events in July

- 1 Canada Day
- 4 Independence Day (USA)
- 14 Bastille Day (FR)
- 17 World Emoji Day
- 18 Nelson Mandela Day

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						<div><div>1</div><div>Canada Day</div></div>
<div><div>2</div><div>World UFO Day</div></div>	<div><div>3</div></div>	<div><div>4</div><div>Independence Day (USA)</div></div>	<div><div>5</div><div>National Bikini Day</div></div>	<div><div>6</div></div>	<div><div>7</div><div>World Chocolate Day</div></div>	<div><div>8</div></div>
<div><div>9</div></div>	<div><div>10</div></div>	<div><div>11</div></div>	<div><div>12</div><div>Malala Day</div></div>	<div><div>13</div><div>National French Fries Day</div></div>	<div><div>14</div><div>Bastille Day (FR)</div></div>	<div><div>15</div><div>Give Something Away Day</div></div>
<div><div>16</div><div>National Ice Cream Day</div></div>	<div><div>17</div><div>World Emoji Day</div></div>	<div><div>18</div><div>Nelson Mandela Day</div></div>	<div><div>19</div><div>National Hot Dog Day</div></div>	<div><div>20</div><div>Get to Know Your Customers Day</div></div>	<div><div>21</div></div>	<div><div>22</div></div>
<div><div>23</div></div>	<div><div>24</div><div>Parents' Day</div></div>	<div><div>25</div><div>National Wine and Cheese Day</div></div>	<div><div>26</div></div>	<div><div>27</div><div>National Creme Brulee Day</div></div>	<div><div>28</div></div>	<div><div>29</div><div>International Tiger Day</div></div>
<div><div>30</div><div>International Day of Friendship</div></div>	<div><div>31</div><div>National Avocado Day</div></div>					

 Awareness / Appreciation

 Education / Arts / Pop culture

 Environmental / Wildlife

 Sports

 Food & Drinks

# 08. August

BLACK BUSINESS MONTH  
BACK TO SCHOOL MONTH

## Top 5 Events in August

- 8 International Cat Day
- 12 International Youth Day
- 14 National Financial Awareness Day
- 19 World Photography Day
- 26 International Dog Day

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

1  
World Wide Web Day

2

3  
National Watermelon Day

4  
International Beer Day

5

6

7

8  
International Cat Day

9  
National Book Lovers Day

10  
World Lion Day

11  
National Son & Daughter Day

12  
International Youth Day

13  
International Lefthanders Day

14  
National Financial Awareness Day

15  
Relaxation Day

16

17  
National Nonprofit Day

18  
National Fajita Day

19  
World Photography Day

20  
Lemonade Day

21  
World Senior Citizens Day

22  
World Plant Milk Day

23

24  
National Waffle Day

25

26  
International Dog Day

27

28  
US Open  
(28 Aug - 10 Sept)

29

30  
National Beach Day

31

East Outside Day

# 09. September

## HISPANIC HERITAGE MONTH

### Top 5 Events in September

- 4 National Wildlife Day
- 11 Patriot Day (USA)
- 15 International Day of Democracy
- 21 International Day of Peace
- 24 Heritage Day (SA)

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY



3

National  
Skyscraper Day



4

National Wildlife  
Day



5

International Day  
of Charity



6

Read a Book Day

7



8

Literacy Day



2

World Beard Day



10

World Suicide  
Prevention Day



11

Patriot Day (USA)



12

National Video  
Games Day



13

Programmer's  
Day

14



15

International Day  
of Democracy



16

Oktoberfest  
(16 Sept - 3 Oct)

17



18

National  
Cheeseburger  
Day

19

20

21

International  
Day of Peace

22

Autumn Starts



23

Celebrate  
Bisexuality Day



24

Heritage Day (SA)



25

National Cooking  
Day



26

European Day of  
Languages



27

World Tourism  
Day

28



29

World Heart Day



30

International  
Podcast Day



Awareness / Appreciation



Education / Arts / Pop culture



Environmental / Wildlife



Sports

























Food & Drinks

# 10. October

GLOBAL DIVERSITY AWARENESS MONTH  
BREAST CANCER AWARENESS MONTH

## Top 5 Events in October

- 6 World Smile Day
- 10 World Mental Health
- 11 National Coming Out Day
- 25 World Pasta Day
- 31 Halloween

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<div>1</div> <div>International Coffee Day</div>	<div>2</div> <div>International Day of Non-Violence</div>	<div>3</div> <div>National Techies Day</div>	<div>4</div> <div>World Animal Day</div>	<div>5</div> <div>World Teachers' Day</div>	<div>6</div> <div>World Smile Day</div>	<div>7</div>
<div>8</div>	<div>9</div> <div>World Post Day</div>	<div>10</div> <div>World Mental Health Day</div>	<div>11</div> <div>National Coming Out Day</div>	<div>12</div> <div>World Sight Day</div>	<div>13</div>	<div>14</div> <div>National Dessert Day</div>
<div>15</div>	<div>16</div> <div>Boss's Day</div>	<div>17</div>	<div>18</div> <div>National Chocolate Cupcake Day</div>	<div>19</div>	<div>20</div> <div>World Osteoporosis Day</div>	<div>21</div> <div>Back to the Future Day</div>
<div>22</div> <div>National Make a Difference Day</div>	<div>23</div>	<div>24</div> <div>United Nations Day</div>	<div>25</div> <div>World Pasta Day</div>	<div>26</div>	<div>27</div>	<div>28</div> <div>International Animation Day</div>
<div>29</div>	<div>30</div> <div>National Checklist and Publicist Day</div>	<div>31</div> <div>Halloween</div>				

# 11. November

MEN'S HEALTH AWARENESS MONTH  
NATIVE AMERICAN HERITAGE MONTH

## Top 5 Events in November

- 2 Día de Muertos (MX)
- 12 Diwali
- 23 Thanksgiving
- 24 Black Friday
- 27 Cyber Monday

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY


SATURDAY

5



Guy Fawkes Night (UK)


6



National Nachos Day


7

8



S.T.E.M./  
S.T.E.A.M Day

9



World Freedom Day

10

11




Single's Day (CHIN)  
Veterans Day (USA)

12




Diwali

13



World Kindness Day


14



World Diabetes Day


15

16




International Day for Tolerance

17



National Hiking Day


18



International Men's Day


19

20



Transgender Day of Remembrance

21



National Entrepreneurs Day


22

23




Thanksgiving

24




Black Friday

25




Small Business Saturday

26




National Cake Day

27




Cyber Monday

28



Giving Tuesday

29



National Lemon Cream Pie Day























30

# 12. December

UNIVERSAL HUMAN RIGHTS MONTH

## Top 5 Events in December

- 7 Hanukkah
- 14 National Free Shipping Day
- 24 Christmas Eve
- 26 Kwanzaa
- 31 New Year's Eve

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					<div>1</div> <div>World AIDS Day</div>	<div>2</div>
<div>3</div> <div>International Day of Persons with Disabilities</div>	<div>4</div> <div>National Cookie Day</div>	<div>5</div> <div>World Soil Day</div>	<div>6</div> <div>Saint Nicholas Day</div>	<div>7</div> <div>Hanukkah (7-15)</div>	<div>8</div> <div>National Brownie Day</div>	<div>9</div> <div>Christmas Card Day</div>
<div>10</div> <div>Human Rights Day</div>	<div>11</div> <div>International Mountain Day</div>	<div>12</div> <div>International Universal Health Coverage Day</div>	<div>13</div>	<div>14</div> <div>National Free Shipping Day</div>	<div>15</div> <div>Ugly Christmas Sweater Day</div>	<div>16</div>
<div>17</div> <div>National Maple Syrup Day</div>	<div>18</div> <div>Bake Cookies Day</div>	<div>19</div>	<div>20</div> <div>International Human Solidarity Day</div>	<div>21</div>	<div>22</div>	<div>23</div> <div>Super Saturday</div>
<div>24</div> <div>Christmas Eve</div>	<div>25</div> <div>Christmas Day</div>	<div>26</div> <div>Kwanzaa (26 Dec - 1 Jan)</div>	<div>27</div>	<div>28</div> <div>National Call a Friend Day</div>	<div>29</div>	<div>30</div>
<div>31</div> <div>New Year's Eve</div>						



Awareness / Appreciation



Education / Arts / Pop culture



Environmental / Wildlife



Sports






Food & Drinks



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