

# THE ULTIMATE SOCIAL MEDIA CALENDAR

## JANUARY

- January 1 – New Year's Day **#NewYearsDay**
- January 2 – Science Fiction Day **#ScienceFictionDay**
- January 4 – National Trivia Day **#NationalTriviaDay**
- January 11 – Human Trafficking Awareness Day  
**#HumanTraffickingAwarenessDay**
- January 13 – National Sticker Day **#NationalStickerDay**
- January 13 – Clean Off Your Desk Day **#CleanOffYourDeskDay**
- January 15 – National Hat Day **#NationalHatDay**
- January 16 – Get to Know Your Customers Day  
**#GetToKnowYourCustomersDay**
- January 20 – Martin Luther King Jr. Day **#MLKDay**
- January 21 – National Hugging Day **#NationalHuggingDay**
- January 23 – National Pie Day **#PieDay**
- January 24 – National Compliment Day **#NationalComplimentDay**

**NOTE:** Chinese New Year falls on a different day each year – either in January or February

## FEBRUARY

- February 2 – Groundhog Day **#GroundhogDay**
- February 4 – World Cancer Day **#WorldCancerDay**
- February 5 – National Weatherperson's Day  
**#NationalWeatherpersonsDay**

- February 7 – National Bubble Gum Day **#BubbleGumDay**
- February 7 – National Send a Card to a Friend Day **#SendACardToAFriendDay**
- February 8 – National Boy Scouts Day **#BoyScoutsDay**
- February 9 – National Pizza Day **#NationalPizzaDay**
- February 11 – Safer Internet Day **#SID**
- February 11 – Inventors Day **#InventorsDay**
- February 13 – World Radio Day **#WorldRadioDay**
- February 14 – Valentine's Day **#ValentinesDay**
- February 17 – Random Acts of Kindness Day **#NationalComplimentDay**
- February 17 – Presidents Day **#PresidentsDay**
- February 18 – National Battery Day **#NationalBatteryDay**
- February 20 – World Day of Social Justice **#SocialJusticeDay**
- February 20 – Love Your Pet Day **#LoveYourPetDay**
- February 21 – International Mother Language Day **#IMLD**
- February 22 – National Wildlife Day **#NationalWildlifeDay**

NOTE: Mardi Gras **#MardiGras** takes place either in February or March

## MARCH

- March 1 – National Peanut Butter Lover's Day
- March 2 – National Read Across America Day **#ReadAcrossAmerica**
- March 3 – World Wildlife Day **#WorldWildlifeDay**
- March 4 – National Grammar Day **#NationalGrammarDay**

- March 6 – National Employee Appreciation Day **#EmployeeAppreciationDay**
- March 6 – National Dentist's Day **#DentistsDay**
- March 6 – National Day of Unplugging **#NationalDayOfUnplugging**
- March 6 – National Salesperson Day **#SalespersonDay**
- March 7 – National Be Heard Day **#NationalBeHeardDay**
- March 7 – National Cereal Day **#NationalCerealDay**
- March 8 – National Proofreading Day **#NationalProofreadingDay**
- March 8 – Daylight Savings **#DaylightSavings**
- March 8 – International Women's Day **#IWD #EachforEqual**
- March 9 – National Napping Day **#NationalNappingDay**
- March 10 – National Pancake Day **#NationalPancakeDay**
- March 10 – Women & Girls HIV/AIDS Awareness Day **#NWGHAAD**
- March 11 – National Worship of Tools Day **#WorshipOfToolsDay**
- March 12 – National Girl Scout Day **#GirlScoutDay**
- March 12 – Popcorn Lover's Day **#PopcornLoversDay**
- March 13 – World Sleep Day **#WorldSleepDay**
- March 14 – Potato Chip Day **#NationalPotatoChipDay**
- March 14 – Pi Day **#PiDay**
- March 10 – National Pancake Day **#NationalPancakeDay**
- March 10 – Women & Girls HIV/AIDS Awareness Day **#NWGHAAD**
- March 11 – National Worship of Tools Day **#WorshipOfToolsDay**
- March 12 – National Girl Scout Day **#GirlScoutDay**
- March 12 – Popcorn Lover's Day **#PopcornLoversDay**
- March 12 – Popcorn Lover's Day **#PopcornLoversDay**

- March 13 – World Sleep Day **#WorldSleepDay**
- March 14 – Potato Chip Day **#NationalPotatoChipDay**
- March 14 – Pi Day **#PiDay**
- March 15t – World Consumer Rights Day **#WCRD**
- March 16 – National Freedom of Information Day **#FreedomOfInformationDay**
- March 17 – St. Patrick's Day **#StPatricksDay**
- March 18 – Awkward Moments Day **#NationalAwkwardMomentsDay**
- March 19 – National Let's Laugh Day **#NationalLetsLaughDay**
- March 19 – First Day of Spring **#FirstDayofSpring**
- March 20 – International Day of Happiness **#InternationalDayofHappiness**
- March 20 – World Storytelling Day **#WorldStorytellingDay**
- March 21 – Elimination of Racial Discrimination Day **#RacialDiscriminationDay**
- March 21 – World Poetry Day **#WorldPoetryDay**
- March 22 – World Water Day **#WorldWaterDay**
- March 23 – National Puppy Day **#NationalPuppyDay**
- March 24 – American Diabetes Association Alert Day **#AmericanDiabetesAssociationAlertDay**
- March 25 – Tolkien Reading Day **#TolkienReadingDay**
- March 26 – National Spinach Day **#NationalSpinachDay**
- March 26 – Purple Day **#PurpleDay**
- March 28 – Earth Hour Day **#EarthHourDay**

- March 30 – Doctor's Day [#NationalDoctorsDay](#)
- March 30 – National Take a Walk in the Park Day [#NationalWalkInTheParkDay](#)
- March 31 – Equal Pay Day [#EqualPayDay](#)

## APRIL

- April 1 – April Fools Day [#AprilFools](#)
- April 1 – National Walking Day [#NationalWalkingDay](#)
- April 2 – World Autism Awareness Day [#WAAD](#)
- April 3 – Find a Rainbow Day [#FindARainbowDay](#)
- April 4 – Hug a Newsperson Day [#HugANewsperson](#)
- April 7 – World Health Day [#LetsTalk](#)
- April 10 – National Siblings Day [#NationalSiblingsDay](#)
- April 10 – Encourage a Young Writer Day [#EncourageAYoungWriterDay](#)
- April 11 – National Pet Day [#NationalPetDay](#)
- April 12 – Human Space Flight Day [#HumanSpaceFlightDay](#)
- April 15 – National Tax Day [#TaxDay](#)
- April 16 – National Stress Awareness Day [#StressAwarenessDay](#)
- April 16 – Wear Your Pajamas to Work Day [#PJDay](#)
- April 16 – Get to Know Your Customers Day [#GetToKnowYourCustomersDay](#)
- April 16 – National High-Five Day [#NH5D](#)
- April 20 – National Look-Alike Day [#NationalLookAlikeDay](#)

- April 23 – National Picnic Day [#NationalPicnicDay](#)
- April 23 – World Book Day [#WorldBookDay](#)
- April 23 – Take Our Daughters & Sons to Work Day [#COUNTONME](#)
- April 24 – National Administrative Professionals Day [#AdministrativeProfessionalsDay](#)
- April 24 – Arbor Day [#ArborDay](#)
- April 25 – National Telephone Day [#NationalTelephoneDay](#)
- April 25 – World Malaria Day [#EndMalariaForGood](#)
- April 29 – Denim Day [#DenimDay](#)
- April 29 – International Dance Day [#InternationalDanceDay](#)
- April 30 – National Honesty Day [#NationalHonestyDay](#)
- April 30 – International Jazz Day [#JazzDay](#)
- April 30 – National Adopt a Shelter Pet Day [#AdoptAShelterPetDay](#)

## MAY

- May 1 – International Workers Day [#IntWorkersDay](#)
- May 1 – Space Day [#SpaceDay](#)
- May 1 – May Day [#MayDay](#)
- May 3 – World Press Freedom Day [#WPFD](#)
- May 4 – Star Wars Day [#StarWarsDay](#)
- May 4 – International Firefighters Day [#InternationalFirefightersDay](#)
- May 5 – Cinco de Mayo [#CincoDeMayo](#)
- May 5 – World Asthma Day [#WorldAsthmaDay](#)

- May 5 – Thank a Teacher Day **#ThankATeacher**
- May 6 – National Nurses Day **#NursesDay**
- May 7 – World Password Day **#WorldPasswordDay**
- May 9 – Europe Day **#EuropeDay**
- May 10 – Mother's Day **#MothersDay**
- May 12 – National Limerick Day **#NationalLimerickDay**
- May 13 – National Receptionist Day **#NationalReceptionistDay**
- May 15 – International Day of Families **#FamilyDay**
- May 15 – National Bike to Work Day **#BTWD**
- May 15 – Endangered Species Day **#EndangeredSpeciesDay**
- May 16 – Love a Tree Day **#LoveATreeDay**
- May 17 – Day Against Homophobia & Transphobia **#IDAHOT**
- May 21 – National Memo Day **#NationalMemoDay**
- May 24 – National Scavenger Hunt Day **#NationalScavengerHuntDay**
- May 25 – Memorial Day **#MemorialDay**
- May 28 – Hamburger Day **#NationalHamburgerDay**
- May 29 – Paperclip Day **#PaperclipDay**
- May 29 – Heat Awareness Day **#NoFryDay**
- May 30 – National Creativity Day **#NationalCreativityDay**
- May 31 – World No-Tobacco Day **#NoTobacco**
- May 31 – National Smile Day **#NationalSmileDay**

## JUNE

- June 5 – World Environment Day **#WorldEnvironmentDay**
- June 5 – National Donut Day **#NationalDonutDay**
- June 6 – Higher Education Day **#HigherEducationDay**
- June 7 – National Cancer Survivor's Day **#NCSD**
- June 8 – World Oceans Day **#WorldOceansDay**
- June 8 – Best Friends Day **#BestFriendsDay**
- June 11 – Make Life Beautiful Day **#MakeLifeBeautiful**
- June 14 – International Children's Day **#ChildrensDay**
- June 14 – National Children's Day **#NationalChildrensDay**
- June 14 – National Flag Day **#FlagDay**
- June 14 – World Blood Donor Day **#GiveBlood**
- June 20 – World Refugee Day **#WorldRefugeeDay**
- June 20 – First Day of Summer **#FirstDayOfSummer**
- June 20 – Father's Day **#FathersDay**
- June 21 – National Selfie Day **#NationalSelfieDay**
- June 21 – World Music Day **#WorldMusicDay**
- June 21 – International Yoga Day **#InternationalYogaDay**
- June 23 – National Columnists' Day **#NationalColumnistDay**
- June 27 – National Sunglasses Day **#NationalSunglassesDay**
- June 30 – Social Media Day **#SMDay, #SocialMediaDay**
- June 30 – National Postal Worker Day **#NationalPostalWorkerDay**



## JULY

- July 2 – World UFO Day **#WorldUFODay**
- July 4 – Independence Day **#July4th**
- July 7 – World Chocolate Day **#WorldChocolateDay**
- July 11 – Cheer Up the Lonely Day **#CheerUpTheLonelyDay**
- July 12 – Malala Day **#MalalaDay**
- July 12 – National Simplicity Day – **#NationalSimplicityDay**
- July 15 – Give Something Away Day **#GiveSomethingAwayDay**
- July 16 – Get to Know Your Customers Day  
**#GetToKnowYourCustomersDay**
- July 17 – World Emoji Day **#WorldEmojiDay**
- July 18 – Nelson Mandela International Day **#MandelaDay**
- July 30 – International Day of Friendship **#DayOfFriendship**

## AUGUST

- August 1 – Respect for Parents Day **#RespectForParentsDay**
- August 2 – National Coloring Book Day **#NationalColoringBookDay**
- August 8 – International Cat Day **#InternationalCatDay**
- August 9 – National Book Lovers Day **#NationalBookLoversDay**
- August 11 – National Sons and Daughters Day  
**#SonsAndDaughtersDay**
- August 12 – International Youth Day **#YouthDay**

## AUGUST

- August 12 – World Elephant Day [#WorldElephantDay](#)
- August 13 – International Lefthanders Day [#LefthandersDay](#)
- August 15 – National Relaxation Day [#NationalRelaxationDay](#)
- August 16 – National Tell a Joke Day [#NationalTellAJokeDay](#)
- August 19 – World Photo Day [#WorldPhotoDay](#)
- August 19 – World Humanitarian Day [#WorldHumanitarianDay](#)
- August 20 – National Lemonade Day [#NationalLemonadeDay](#)
- August 26 – National Dog Day [#NationalDogDay](#)
- August 26 – National Women's Equality Day [#WomensEqualityDay](#)

## SEPTEMBER

- September 5 – International Day of Charity [#CharityDay](#)
- September 6 – Read a Book Day [#ReadABookDay](#)
- September 7 – Labor Day [#LaborDay](#)
- September 8 – International Literacy Day [#LiteracyDay](#)
- September 11 – National Day of Service and Remembrance [#911Day](#)
- September 11 – Stand Up To Cancer Day [#KissCancerGoodbye](#)
- September 12 – National Day of Encouragement  
[#DayOfEncouragement](#)
- September 12 – National Video Games Day  
[#NationalVideoGamesDay](#)

- September 13 – National Grandparents Day  
**#NationalGrandparentsDay**
- September 15 – Online Learning Day **#OnlineLearningDay**
- September 19 – Talk Like a Pirate Day **#TalkLikeAPirateDay**
- September 21 – International Day of Peace **#PeaceDay**
- September 21 – Miniature Golf Day **#MiniGolfDay**
- September 21 – Civic Day of Hacking **#HackForChange**
- September 22 – Car-Free Day **#CarFreeDay**
- September 22 – Hobbit Day **#HobbitDay**
- September 22 – First Day of Fall **#1stDayOfFall**
- September 26 – European Day of Languages **#EDL**
- September 27 – World Tourism Day **#WTD**
- September 28 – World Rabies Day **#WorldRabiesDay**
- September 28 – National Good Neighbor Day **#GoodNeighborDay**
- September 29 – International Coffee Day **#InternationalCoffeeDay**
- September 30 – National Women's Health and Fitness Day  
**#FitnessDay**
- September 30 – International Podcast Day **#InternationalPodcastDay**

## OCTOBER

- October 1 – International Day of Older Persons **#UNDOP**
- October 1 – World Vegetarian Day **#WorldVegetarianDay**

- September 13 – National Grandparents Day  
**#NationalGrandparentsDay**
- September 15 – Online Learning Day **#OnlineLearningDay**
- September 19 – Talk Like a Pirate Day **#TalkLikeAPirateDay**
- September 21 – International Day of Peace **#PeaceDay**
- September 21 – Miniature Golf Day **#MiniGolfDay**
- September 21 – Civic Day of Hacking **#HackForChange**
- September 22 – Car-Free Day **#CarFreeDay**
- September 22 – Hobbit Day **#HobbitDay**
- September 22 – First Day of Fall **#1stDayOfFall**
- September 26 – European Day of Languages **#EDL**
- September 27 – World Tourism Day **#WTD**
- September 28 – World Rabies Day **#WorldRabiesDay**
- September 28 – National Good Neighbor Day **#GoodNeighborDay**
- September 29 – International Coffee Day **#InternationalCoffeeDay**
- September 30 – National Women's Health and Fitness Day  
**#FitnessDay**
- September 30 – International Podcast Day **#InternationalPodcastDay**

## OCTOBER

- October 1 – International Day of Older Persons **#UNDOP**
- October 1 – World Vegetarian Day **#WorldVegetarianDay**

- October 2 – Day of Nonviolence **#InternationalDayOfNonviolence**
- October 2 – World Smile Day **#WorldSmileDay**
- October 3 – National Techies Day **#TechiesDay**
- October 4 – World Animal Day **#WorldAnimalDay**
- October 4 – National Taco Day **#NationalTacoDay**
- October 5 – World Teachers Day **#WorldTeachersDay**
- October 5 – World Habitat Day **#WorldHabitatDay**
- October 10 – World Mental Health Day **#WorldMentalHealthDay**
- October 10 – World Sight Day **#WorldSightDay**
- October 11 – International Day of the Girl **#DayOfTheGirl**
- October 13 – National Train Your Brain Day **#TrainYourBrainDay**
- October 14 – National Dessert Day **#DessertDay**
- October 15 – Global Handwashing Day **#GlobalHandwashingDay**
- October 15 – Get to Know Your Customers Day  
**#GetToKnowYourCustomersDay**
- October 16 – World Food Day **#FoodDay**
- October 16 – Bosses Day **#BossesDay**
- October 17 – Eradication of Poverty Day **#EndPoverty**
- October 20 – World Statistics Day **#StatisticsDay**
- October 21 – Reptile Awareness Day **#ReptileAwarenessDay**
- October 24 – United Nations Day **#UNDay**
- October 25 – Greasy Foods Day **#GreasyFoodsDay**

JUNE

# NOVEMBER

- November 1 – World Vegan Day [#WorldVeganDay](#)
- November 1 – National Authors Day [#NationalAuthorsDay](#)
- November 1 – National Cook For Your Pets Day  
[#CookForYourPetsDay](#)
- November 1 – Daylight Saving Time Ends [#DaylightSavings](#)
- November 3 – National Sandwich Day [#NationalSandwichDay](#)
- November 4 – National Candy Day [#NationalCandyDay](#)
- November 8 – National Cappuccino Day [#CappuccinoDay](#)
- November 11 – Veterans Day [#VeteransDay](#)
- November 13 – World Kindness Day [#WKD](#)
- November 14 – World Diabetes Day [#WDD](#)
- November 15 – Clean Out Your Refrigerator Day  
[#CleanOutYourRefrigeratorDay](#)
- November 15 – America Recycles Day [#BeRecycled](#)
- November 16 – International Day for Tolerance [#ToleranceDay](#)
- November 17 – International Students Day  
[#InternationalStudentsDay](#)
- November 17 – National Entrepreneurs Day [#EntrepreneursDay](#)
- November 19 – International Men's Day [#InternationalMensDay](#)
- November 20 – Universal Children's Day [#UNChildrensDay](#)
- November 21 – World Hello Day [#WorldHelloDay](#)
- November 27 – National Day of Listening [#DayOfListening](#)

- November 28 – Electronic Greeting Card Day  
**#ElectronicGreetingsDay**
- November 29 – Computer Security Day **#ComputerSecurityDay**
- November 29 – Cyber Monday **#CyberMonday**

NOTE: Black Friday **#BlackFriday** occurs in November on a different day each year

## DECEMBER

- December 1 – World AIDS Day **#WAD**
- December 1 – Giving Tuesday **#GivingTuesday**
- December 3 – Persons with Disabilities Day **#IDPWD**
- December 4 – National Cookie Day **#NationalCookieDay**
- December 5 – World Soil Day **#WorldSoilDay**
- December 6 – Microwave Oven Day **#MicrowaveOvenDay**
- December 8 – Pretend to Be a Time Traveler Day  
**#PretendToBeATimeTravelerDay**
- December 10 – Human Rights Day **#HumanRightsDay**
- December 10 – Nobel Prize Day **#NobelPrize**
- December 11 – International Mountain Day  
**#InternationalMountainDay**
- December 21 – Crossword Puzzle Day **#CrosswordPuzzleDay**
- December 21 – First Day of Winter **#WinterSolstice**
- December 27 – No Interruptions Day **#NoInterruptionsDay**
- December 31 – New Year's Eve **#NYE**