



2025

SOCIAL MEDIA FIELD GUIDE + CALENDAR



Section 1

TOP TRENDS

Social Media as the New Search Engine	3
UGC as the Main Creative Focus for Brands	4
Entertainment Reigns Supreme	5

Section 2

TOP CHALLENGES

Navigating Platform Change	7
Filming Short-Form Video Content Without Starring In It	8
Red Tape Around Trends	9

Section 3

CALENDAR

Introduction Message	10
----------------------------	----

SOCIAL MEDIA UGC
BRANDS ENTERTAIN
UGC SOCIAL MEDIA
ENTERTAINMENT BR
MEDIA UGC CONTEN

Section 1

TOP TRENDS

Trend No. 1

SOCIAL MEDIA AS THE NEW SEARCH ENGINE

Ever since adding “search engine” to their already lengthy resumes, social media platforms have taken control of consumers. According to Forbes, 24% of consumers now use social platforms to search for answers, with 46% of Gen Z choosing social media as their go-to search engine—beating out the reigning king: Google.

SO, WHY ARE USERS CHOOSING SOCIAL MEDIA OVER TRADITIONAL SEARCH ENGINES?

With growing e-commerce features, social media platforms allow users to find what they’re looking for without ever leaving the app, resulting in a seamless, engaging experience.

It’s also the source of conversations, where real people share real experiences. The interactive nature of social media allows users to engage with content as it happens—commenting, sharing and contributing to discussions. Search engines just can’t compete with the authenticity of firsthand accounts!

WHY SOCIAL MEDIA SEARCH MATTERS FOR BRANDS?

Social media is the number one channel for brands to build authentic connections with consumers. It’s your chance to be discoverable and stay relevant in a place jam-packed with competition.

Plus, social media search delivers valuable insights into what consumers are searching for, allowing you to fine-tune your campaigns and respond to customers in real-time, enhancing engagement and customer service.

WHAT SHOULD MY BRAND BE DOING?

Optimizing your social media platforms for search is essential to make your brand easily discoverable. This means creating a cohesive and searchable presence across all platforms, boosting visibility and ensuring your content ranks in searches.

Here’s what to do:

- **Stay consistent:** Ensure your branding is uniform across all platforms. Consistency helps users instantly recognize your brand wherever they find you.
- **Feature your best content:** Pin your top-performing or most important posts to the top of your profile to keep key content visible.
- **Use keywords effectively:** Incorporate relevant keywords that reflect what your audience is searching for into your bio, captions and posts.
- **Leverage hashtags:** Use targeted hashtags in captions, titles and descriptions to boost the visibility of your content and increase your chances of showing up in relevant searches.
- **Use location tags:** Add location tags to your posts to help local users find you if your business has a physical location or if you’re targeting a specific area.
- **Monitor platform analytics:** Use the built-in analytics tools to understand what content resonates most with your audience and adjust your strategy accordingly.
- **Include clickable links:** Make sure your profile and posts have clickable links that drive traffic to your website, landing pages or other social profiles, making it easy for users to take action after finding you.

UGC AS THE MAIN CREATIVE FOCUS FOR BRANDS

WHEN CUSTOMERS BECOME CREATORS

User-generated content (UGC) is having its moment, and it's not just a passing trend. But how exactly did UGC become a go-to strategy for brands? It all started pretty simply: people sharing the things they love. Whether it was a tagged photo from a vacation, a beauty routine featuring a favorite serum or someone raving about their coffee order, these spontaneous shoutouts on social media sparked a new way for brands to connect with their audiences.

At first, brands just saw it as a great bonus that customers were showing off their products without being asked. But then they realized the actual potential: What better way to show off a product than through real people having real experiences? It was content that felt real, personal and unfiltered—things you just can't make up, no matter how good your marketing team is.

WHY UGC IS THE MVP

Brands aren't jumping on the UGC bandwagon just for fun. In fact, [consumers are 2.4x more likely to see a brand as authentic when they feature content created by their peers rather than the brand's own promotional material](#). That's because authenticity isn't just a buzzword anymore; it's the new gold standard, and UGC delivers. It's an effective way to maintain trust, especially when AI content is spreading fast.

The beauty of UGC is it strips away the hard sell and offers something more meaningful. You can polish a campaign all you want, but it will never have the same emotional pull as UGC because today's consumers have a sixth sense for sniffing out direct ads and tuning them out. Seeing a real person share their genuine experience with a product has a way of grabbing attention and making people stop scrolling.

WAYS TO SPARK MORE UGC

- **Ask and you shall receive:** Want your customers to tag you with pictures and videos of your offerings? Just ask! Slip your request into emails, packaging or Instagram captions.
- **Offer a little incentive:** Giveaways, challenges or contests are an easy way to get people posting. Free stuff = instant motivation.
- **Share the love:** Featuring UGC on your feed not only shows appreciation but also encourages others to jump on board.
- **Design the perfect photo-op:** Clever product packaging and fun experiences or events give people a reason to snap a pic and post.
- **Slide into DMs:** Spot a fan who's already hyping your brand? Reach out, ask for permission and share it with your followers.

Trend No. 3

ENTERTAINMENT REIGNS SUPREME

Have you ever been ready to tackle a task, only for someone to swoop in and tell you to do it? Suddenly, despite your willingness, the idea of actually following through becomes the last thing you want to do. That's the power of resistance—and it's exactly why the hard sell typically falls flat.

No one likes being bossed around. But being entertained? That's a different story altogether. Consumers crave relatable content; in fact, [56% of consumers](#) believe brands should be more relatable on social media. When you engage people with fun and enjoyable content, you're not telling them what to do—you're inviting them to stick around.

HARD SELL = HARD PASS

Consumers are tired of being sold to. People are overstimulated and any overly promotional, sales-heavy posts get tuned out fast. Instead, let your audience come to you organically. By offering genuine, engaging and fun content, your brand becomes part of the conversation rather than just another ad in the feed.

Those meaningful interactions you're having also fuel your bottom line. Why? Because people are more likely to remember content that made them laugh, smile or think differently. And when something feels authentic, people are open to engage and share.

1

Make social relationships the foundation of your ROI

All the followers in the world mean nothing if you can't connect with any of them. The relationships you foster build the foundation of your return on investment (ROI), and engagement metrics such as shares, comments and conversations are proof of a connected audience.

2

Post like a friend, not a brand

Posts wearing the mask of pure entertainment will appear SO organic that audiences will engage with them before realizing it's from a brand account.

3

Bring audiences behind the scenes

Pulling back the curtain shows your audience the human side of your company. It invites them to see what your team is like, how your products are made and what goes into your daily operations, giving people a reason to care and connect with you on a deeper level.

4

Engage in real-time conversations

The beauty of social media is it allows for immediate, real-time interaction. Use this to your advantage by engaging with your audience as events unfold. Join conversations, respond to comments and acknowledge the feedback to build trust and position your brand as responsive and relatable.

Section 2

TOP CHALLENGES

Challenge No. 1

NAVIGATING PLATFORM CHANGES



Keeping up with social media isn't for the faint-hearted. With platforms constantly adding new tools, updates and trends, brands have to stay nimble just to hold their ground.

For teams juggling multiple marketing tasks, adapting to every new feature can feel like a marathon with no finish line. It's fast-paced, it's relentless and there never seem to be enough hours in the day to handle it all.

THE HUSTLE IS NO JOKE

Whether it's figuring out new collaborative tools or experimenting with the latest sticker series on Instagram Stories, brands have to move fast to maintain relevance and keep their audience's attention. And with [48% of users having increased their interactions with brands on social media in the in the last six months](#), expectations are only growing.

With all this extra attention, brands are feeling the heat to step up their efforts. Here's what pressures you're up against:

1. Create content around the clock:

Staying on your audience's radar means you're in a constant cycle of content creation across multiple channels. The moment you think you're ahead, there's another wave of posts to tackle.

2. Jump on every trending audio, video

topic or post format: Trends don't wait for anyone, and if you don't act quickly, you might lose your chance to get in front of some new faces.

3. Consistently chat with followers in

comment sections: Responding to comments and messages is key to nurturing brand loyalty, but let's not kid ourselves—it takes a lot of time and dedication to do it the right way.

4. Create a unique brand voice that grabs

(the right kind of) attention: You want to be memorable without coming off as trying too hard or clout-chasing. Finding that sweet spot can be tricky.

HOW TO KEEP UP WITHOUT BURNING OUT

Social media moves fast, but you don't have to chase every trend to stay relevant. Here's a few tips to manage the madness without losing your cool:

- **Focus where it counts:** Zero in on the platforms your audience actually uses, and let your data tell you where to go big... or when to give it a pass.
- **Turn one post into many:** A single post can do double (or triple) duty. Get more out of your content by adapting it to Stories, Reels and more.
- **Plan for curveballs:** Surprises are a part of the fun, so build some wiggle room into your content calendar for unexpected trends and last-minute opportunities.
- **Delegate and automate:** Lean on scheduling tools to handle the basics, from posting to tracking performance, so you can focus on creativity.

Challenge No. 2

FILMING SHORT-FORM VIDEO CONTENT WITHOUT STARRING IN IT

SHORT, SWEET AND POWERFUL! WHY YOU SHOULD INVEST IN SHORT-FORM VIDEOS

Did you know a goldfish's attention span is 9 seconds? Now, imagine trying to market to a goldfish. Every second counts, so you'll have to think outside the fish tank to get your brand noticed. Okay, so the fish analogy might be a little extreme, but it's not far off from how modern-day marketers need to think. While we may not be marketing to goldfish, the average human attention span is shrinking. In fact, it's only about [8.25 seconds!](#)

You may be wondering why you even bother with video content if attention spans are so short. Why spend time making something people won't pay attention to? But the reality is, [at least 75% of people](#) prefer video content marketing, with 96% favoring short-form videos for quick and effective product or service education.

Typically under 90 seconds, these types of videos are where you'll want to dedicate your energy and resources. They keep around [50% of viewers engaged](#), which is a much higher retention rate than longer videos. This demand for "snackable" content is why short-form video is so critical in modern marketing strategies.

BIG IMPACT, SHORT VIDEOS

Long-form content has a time and place but it can be a real resource hog. Short-form videos are cost-effective; whether you're using animation, voiceovers or behind-the-scenes footage, short videos deliver higher engagement, stronger brand recall and a better ROI. If you're looking to keep up with other brands or push ahead as an industry leader, investing in short-form video content is no longer optional—it's essential.

CAMERA SHY? NO WORRIES!

While [stats show people prefer video content with people](#), sometimes that's not an option. Luckily, you don't need to be the star of your videos to create compelling content. Short-form video offers the perfect format to showcase your brand or products without taking the spotlight. You can do this through:

- **User-generated content (UGC):** Remember when we talked about how UGC builds trust and fosters a deeper connection with your audience? Find users who love your brand and utilize their reviews, testimonials or posts showcasing your product or service in action.
- **Behind-the-scenes videos:** This could include time-lapse videos of a product in development, assembly or a simple tour of your office or facilities. You can even showcase your team working on a project!
- **Transform images to videos:** Add movement to static images using slow zooms, color shifts and other effects to bring visuals to life.
- **Utilize voiceovers:** Whether you're showcasing a product demo, narrating a tutorial or telling your brand's story, a voiceover adds a personal and informative touch without you stepping in front of the camera.



Challenge No. 3

RED TAPE AROUND TRENDS

WHY ARE TRENDS SO HARD?

Engaging with social media trends can feel like trying to catch a moving target—especially as new ones pop up every day. In fact, [49% of marketers](#) say their biggest challenge is identifying and responding to these emerging trends. Beyond the actual post creation, one primary reason trends are so hard to implement is too many cooks in the kitchen slow down the process. With endless approvals and opinions, the moment to jump on a trend might be long gone by the time your post is ready.

TIPS TO MAKE TREND ADOPTION EASIER FOR YOUR TEAM:

Streamlining the approval process:

Reduce the number of people involved. The quicker your team can move, the better your chances are of hopping on trends early when they're still fresh.

Don't jump on every trend:

Stick to trends that align with your brand and avoid those that have already been around for a while. By the time a trend is everywhere, it's already losing its impact, and you don't want your brand to seem dated.

Work up to the weird stuff:

Let's face it, some trends are out there. Don't immediately try to jump in the deep end with posts you know the legal team and leadership will balk at. Start with small, friendly trends to get easy buy-in and earn trust over time to make approvals a breeze.

Report on your success:

Trends may come and go faster than you can say, "can we post this one?" but that doesn't mean you should forgo analyzing their impact. Gather your KPIs and use your findings to inform the types of content to prioritize in the future.

Section 3

CALENDAR

**SOCIAL MOVES FAST.
WE MOVE FASTER.**

With our 2025 calendar in hand, you'll have key dates and fresh content ideas to stay organized, relevant and inspired *all year long.*

2025 JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1 National Bloody Mary Day International Public Domain Day New Year's Day	2 National Buffet Day National Science Fiction Day World Introvert Day	3 International Mind-Body Wellness Day	4 National Spaghetti Day World Braille Day National Trivia Day <i>Post idea: Quiz your audience on trivia related to your industry.</i>
5 National Bird Day National Whipped Cream Day Golden Globe Awards	6 National Cuddle Up Day	7 National Bobblehead Day	8  National Bubble Bath Day World Typing Day	9 Law Enforcement Appreciation Day	10 National Houseplant Appreciation Day	11 National Vision Board Day International Thank You Day <i>Post idea: Thank customers for their business.</i>
12 National Marzipan Day	13 Korean American Day National Gluten-Free Day	14 National Dress Up Your Pet Day World Logic Day	15 National Hat Day Museum Selfie Day	16 National Nothing Day International Hot and Spicy Food Day	17 Benjamin Franklin Day	18 National Thesaurus Day
19  World Snow Day National Popcorn Day	20 National Cheese Lovers Day Civil Rights Day Martin Luther King Jr. Day	21 National Hugging Day National Squirrel Appreciation Day	22 National Blonde Brownie Day	23 National Handwriting Day	24 International Day of Education National Fun at Work Day <i>Post idea: Share behind-the-scenes shots of your team!</i>	25 Opposite Day
26 National Spouses Day	27 National Chocolate Cake Day	28 National Lego Day National Daisy Day	29 Lunar New Year	30 National Croissant Day	31 National Hot Chocolate Day National Backward Day <i>Post idea: Use backwards images of your products & encourage audience to guess what they are!</i>	Feb 1
2	3	4	5	6	7	8

This Month's Observances

- National Hobby Month
- National Mentoring Month
- National Soup Month
- National CBD Month
- Poverty Awareness Month
- National Blood Donor Month

Reminders

- **Happy Q1!**
- Benchmark your brand's social media KPIs to compare progress throughout the year.
- Prepare your Valentine's Day & Presidents' Day promos & content for next month.
- Ensure your social media profiles are up-to-date with correct profile pictures, headers and bios.
- Golden Globe Awards are this month - leave space in your content calendar for trends from the event!

**OLD WAYS
WON'T
OPEN NEW
DOORS.**

This Month's Observances

- Black History Month
- American Heart Month
- Library Lover's Month
- National Cherry Month



Reminders

- Plan your springtime/spring break promotions and activations.
- Report on January's social media performance, analyzing strengths and weaknesses.
- Clean up your brand's Instagram highlights by refreshing cover photos, adding new sections and deleting irrelevant ones.
- GRAMMY Awards and the Super Bowl are this month - leave space in your content calendar for trends from the event!

TAKE THE RISK
OR
LOSE THE CHANCE

2025

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1 National Get Up Day
2 National Hedgehog Day National Tater Tot Day Groundhog Day GRAMMY Awards	3 National Women Physicians Day National Carrot Cake Day National Golden Retriever Day	4 World Cancer Day Thank Your Mailman Day Rosa Parks Day	5 National Weatherperson's Day	6 National Frozen Yogurt Day National Chopsticks Day	7 Give Kids A Smile Day National Send a Card to a Friend Day	8 National Boy Scout Day
9 Super Bowl Sunday National Pizza Day <i>Post idea: Poll your team on favorite pizza toppings and post the results!</i>	10 World Pulse Day International Epilepsy Day	11 International Day of Women and Girls in Science National Inventors' Day	12 Hug Day	13  Galentine's Day	14 International Book Giving Day Valentine's Day <i>Post idea: Make a conversation hearts graphic about your brand.</i>	15 Singles Awareness Day
16 National Almond Day	17 Random Acts of Kindness Day Presidents' Day	18 Pluto Day	19 Confession Day National Chocolate Mint Day	20 World Day of Social Justice National Love Your Pet Day <i>Post idea: Share a carousel of employee pets.</i>	21 Breakup Day	22 National Margarita Day National Walking the Dog Day
23  National Banana Bread Day	24 National Tortilla Chip Day	25 National Chocolate Covered Nut Day	26 National Pistachio Day	27 National Pokémon Day	28 First Day of Ramadan	Mar 1
2	3	4	5	6	7	8

2025 MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
23	24	25	26	27	28	1 World Candle Day
World Teen Mental Wellness Day Academy Awards Read Across America Day <i>Post idea: Recommend books related to your industry or brand.</i>	3 World Wildlife Day	4 Organize Your Home Office Day	5 Ash Wednesday	6 National Dress Day	7 National Day of Unplugging Employee Appreciation Day <i>Post idea: Share images of candid team moments and a note of appreciation.</i>	8 National Proofreading Day International Women's Day
9 National Get Over It Day National Meatball Day Daylight Saving Time Starts	10  National Napping Day National Pack Your Lunch Day	11 National Proposal Day	12 National Plant A Flower Day National Girl Scout Day	13 National Good Samaritan Day National Popcorn Lover's Day	14 Pi Day International Day of Mathematics Holi	15 Ides of March National Peanut Lover's Day
16 National Corn Dog Day	17 Saint Patrick's Day <i>Post idea: Share "lucky charms" for your industry or brand.</i>	18 Awkward Moments Day Global Recycling Day <i>Post idea: Share your brand's green efforts.</i>	19 National Let's Laugh Day International Read to Me Day	20 International Day of Happiness Alien Abductions Day First Day of Spring <i>Get some fresh air!</i>	21 International Day of Forests World Down Syndrome Day World Poetry Day	22 National Goof Off Day World Water Day
23 World Meteorological Day National Puppy Day	24 National Cheesesteak Day	25 International Waffle Day National Medal of Honor Day	26  National Spinach Day	27 World Theatre Day International Whiskey Day	28 Respect Your Cat Day	29 National Mom and Pop Business Owners Day
30 National Doctors' Day Last Day of Ramadan Eid al-Fitr	31 National Crayon Day Trans Day of Visibility World Backup Day	Apr 1	2	3	4	5

This Month's Observances

- Women's History Month
- Gender Equality Month
- National Social Work Month
- Employee Spirit Month
- National Credit Education Month
- National Craft Month
- National Reading Month

Reminders

- Report on February's social media performance, analyzing strengths and weaknesses.
- Begin brainstorm for summer promotions & activations.
- Develop a social media crisis plan for dealing with negative publicity.
- Academy Awards are this month - leave space in your content calendar for trends from the event!

what if...

**IT
ALL
GOES
RIGHT?**

This Month's Observances

- Sexual Assault Awareness Month
- Financial Literacy Month
- National Arab American Heritage Month
- National Poetry Month
- Stress Awareness Month
- Autism Acceptance Month
- National Volunteer Month

Reminders

- **Happy Q2!**
- Report on March's social media performance, analyzing strengths and weaknesses.
- Prepare your Memorial Day & Mother's Day promos & content for next month.
- Change your brand's social media passwords!
- Spring cleaning! Declutter your creative library, removing old or outdated assets and logos.
- *Check in: How are summer activations shaping up?*

**GREAT THINGS
NEVER CAME
FROM**
*comfort
zones*

2025 APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
30	31	1	2	3	4	5
	International Fun At Work Day Library Snapshot Day April Fool's Day	National Walking Day Autism Awareness Day International Children's Book Day National DIY Day	Don't Go to Work Unless it's Fun Day	National School Librarian Day	National Handmade Day International Pillow Fight Day National Self Care Day <i>Don't forget to take a break today, marketers!</i>	
6	7	8	9	10	11	12
National Student- Athlete Day	World Health Day National Beer Day	National Zoo Lovers Day	National Name Yourself Day	National Siblings Day	 National Pet Day National Marketing Operations Appreciation Day <i>Shout out to all the marketing teams out there!</i>	Hanuman Jayanti Passover
13	14	15	16	17	18	19
Palm Sunday National Scrabble Day <i>Post idea: Create a Scrabble board graphic with brand messaging.</i>	National Pan American Day National Gardening Day	World Art Day Tax Day	World Voice Day Emancipation Day	National High Five Day	National Columnists' Day National Lineman Appreciation Day	Husband Appreciation Day
20	21	22	23	24	25	26
Easter Sunday	National Kindergarten Day	 Earth Day	Spanish Language Day Administrative Professionals Day National Email Day <i>Post idea: Encourage your audience to sign up for your email newsletter.</i>	Take Your Daughters and Sons To Work Day	Arbor Day	Pretzel Day
27	28	29	30	May 1	2	3
Morse Code Day	National Superhero Day	International Dance Day	International Guide Dog Day Honesty Day			
4	5	6	7	8	9	10

2025 MAY

This Month's Observances

- Small Business Month
- National Mental Health Awareness Month
- National Moving Month
- Asian American and Pacific Island Heritage Month
- Latino Books Month

Reminders

- Start planning your back-to-school content.
- Report on April's social media performance, analyzing strengths and weaknesses.
- Join groups on Facebook and LinkedIn as the brand for audience research.
- Prepare your Father's Day promos & content for next month.

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	1	2	3
			World Password Day <i>When's the last time you changed your personal social media passwords?</i>	National Space Day	Kentucky Derby	
4	5	6	7	8	9	10
National Lemonade Day World Laughter Day Star Wars Day	Great Lakes Awareness Day Teacher Appreciation Week Cinco de Mayo	National Tourist Appreciation Day Teacher's Day National Nurses Day	National Concert Day	World Red Cross Day	National Provider Day	Fair Trade Day National Golf Day
11	12	13	14	15	16	17
 Mother's Day	National Limerick Day	World Cocktail Day	National Receptionists Day	International Day of Families	Bike-to-Work Day National Pizza Party Day	World Whisk(e)y Day
18	19	20	21	22	23	24
World Baking Day International Museum Day	Ride A Unicycle Day	World Bee Day National Rescue Dog Day	National Talk Like Yoda Day	National Maritime Day	World Turtle Day	National Scavenger Hunt Day <i>Post idea: Create an "I Spy" style graphic and hide your products in it for the audience to find!</i>
25	26	27	28	29	30	31
National Wine Day	National Paper Airplane Day Memorial Day	National Sunscreen Day	 National Burger Day	Red Nose Day (Comic Relief)	National Creativity Day <i>Post idea: Share your brand's most creative offering.</i>	National Smile Day
Jun 1	2	3	4	5	6	7

KEEP showing UP.

This Month's Observances

- Pride Month
- Black Lives Matter Month
- World Infertility Awareness Month
- Great Outdoors Month
- Alzheimer's and Brain Awareness Month
- National Safety Month
- Caribbean-American Heritage Month

Reminders

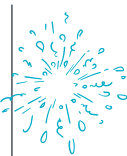

- Report on May's social media performance, analyzing strengths and weaknesses.
- Prepare your Independence Day promos & content for next month.
- Ensure your social media profiles are up-to-date with correct profile pictures, headers and bios.
- Conduct social media listening by searching for your brand and relevant industry keywords on the platforms.

NO
RISK,
NO
MAGIC.

2025 JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
1 National Pen Pal Day National Cancer Survivor's Day	2 National Leave The Office Early Day <i>Time to take a break, marketers! You've earned it.</i>	3 World Bicycle Day	4 National Cheese Day	5 World Environment Day	6 Eid al-Adha	7 National Trails Day
8 World Oceans Day National Best Friends Day <i>Post idea: Spotlight two popular offerings and encourage customers to buy both.</i>	9 National Donald Duck Day	10 National Iced Tea Day National Ballpoint Pen Day	11 National Corn On The Cob Day	12 National Loving Day	13 World Softball Day	14 Flag Day World Blood Donor Day
15  Nature Photography Day Father's Day	16 National Fudge Day	17 National Mascot Day National Eat Your Vegetables Day	18 International Picnic Day	19 Juneteenth	20  World Refugee Day Summer Solstice	21 National Selfie Day <i>Post idea: Encourage users to comment UGC with your brand product.</i>
22 World Rainforest Day	23 National Hydration Day International Women in Engineering Day	24 National Swim a Lap Day	25 Global Beatles Day	26 Islamic New Year National Handshake Day	27 National Sunglasses Day National Work From Home Day <i>Post Idea: Spotlight a few home office setups from your team.</i>	28 National Insurance Awareness Day
29 National Camera Day	30 International Asteroid Day World Social Media Day <i>Post idea: Cross-promote your social media accounts on all platforms.</i>	Jul 1	2	3	4	5
6	7	8	9	10	11	12

2025 JULY

SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1 International Joke Day <i>Post Idea: Share a joke that relates to your audience.</i>	2 World UFO Day	3  Independence Day	4	5 National Bikini Day National Workaholics Day Ashura
6 National Fried Chicken Day	7 Global Forgiveness Day World Chocolate Day	8 National Video Game Day	9 Fashion Day	10 National Kitten Day	11 World Population Day National French Fry Day	12 National Simplicity Day
13 International Rock Day	14 National Mac and Cheese Day	15 National Give Something Away Day <i>Post idea: Share a social media-exclusive giveaway.</i>	16 National Hot Dog Day National Cherry Day	17 World Emoji Day National Lottery Day <i>Post idea: Make a graphic with brand messaging or promotion on a scratch-off lottery ticket.</i>	18 Nelson Mandela International Day World Listening Day	19 National Daquiri Day
20 National Moon Day National Ice Cream Day <i>Go get a sweet treat!</i>	21 National Junk Food Day	22 National Hammock Day	23 National Vanilla Ice Cream Day	24 National Tequila Day International Self Care Day	25  Christmas in July	26 Uncle and Aunt Day National Disability Independence Day
27 National Scotch Day Parents' Day	28 National Milk Chocolate Day	29 National Chicken Wing Day	30 National Friendship Day	31 National Intern Day <i>Post Idea: Highlight your summer interns.</i>	Aug 1	2
3	4	5	6	7	8	9

This Month's Observances

- National Grilling Month
- UV Safety Awareness Month
- National Ice Cream Month
- Park and Recreation Month

Reminders

- **Happy Q3!**
- Report on June's social media performance, analyzing strengths and weaknesses.
- Change your social media passwords!
- Conduct an audience audit by unfollowing inactive or irrelevant accounts for the brand.
- Prepare your back-to-school promos & content for next month.
- Start brainstorming social media initiatives for fall.

**WHEN
YOU
SEE A
CHANCE,
take it.**

This Month's Observances



- Black Business Month
- National Wellness Month
- Back to School Month
- Get Ready for Kindergarten Month
- Traffic Awareness Month

Reminders



- “Report on July’s social media performance, analyzing strengths and weaknesses.
- Fall activations should be locked in and ready to go!
- Prepare your Labor Day promos & content for next month.
- Start brainstorming Black Friday, holiday season and end-of-year content.

You didn't come this far to only come this far.

2025 AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
National Friendship Day Sisters Day	National Chocolate Chip Cookie Day 	Green Peppers Day	National Gossip Day	National Lighthouse Day	National Girlfriend Day International Cat Day	National Book Lovers Day International Coworking Day International Day of the World's Indigenous People
10	11	12	13	14	15	16
Vlogging Day <i>Post idea: Share a "day-in-the-life" of an employee.</i>	National Son and Daughter Day	International Youth Day	Left-Handers Day	National Financial Awareness Day	National Back To School Prep Day National Relaxation Day	National Roller Coaster Day National Rum Day National Authenticity Day <i>Post idea: Share what makes your brand authentic.</i>
17	18	19	20	21	22	23
National Nonprofit Day <i>Post idea: Showcase a nonprofit organization your brand works with.</i>	Never Give Up Day	World Photography Day World Humanitarian Day National Aviation Day	National Lemonade Day National Bacon Lovers Day	Senior Citizens Day	Folklore Day	Cheap Flight Day
24	25	26	27	28	29	30
National Waffle Day	National Park Service Founders Day	Women's Equality Day National Dog Day	National Just Because Day	Bow Tie Day	National Lemon Juice Day 	College Colors Day National Beach Day
31	Sept 1	2	3	4	5	6
Eat Outside Day <i>Time for some fresh air!</i>						

2025 SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
3 ¹	1 Labor Day	2 World Coconut Day	3 National Skyscraper Day	4 World Sexual Health Day Eat an Extra Dessert Day	5 National 401(k) Day International Day of Charity National Cheese Pizza Day	6  Read a Book Day
7 National Beer Lover's Day	8 International Literacy Day Star Trek Day	9 International Sudoku Day	10 World Suicide Prevention Day National Swap Ideas Day <i>Post idea: Ask your followers for feedback or ideas on social media content.</i>	11 National School Picture Day	12 National Video Game Day	13 Day of the Programmer Positive Thinking Day
14 National Coloring Day	15 National Online Learning Day National Hispanic Heritage Month (starts)	16 National Working Parents Day National IT Professionals Day <i>Post idea: Thank your IT professionals for keeping your brand running.</i>	17 World Patient Safety Day	18 International Equal Pay Day	19 National Dance Day	20 National Pepperoni Pizza Day
21 World Gratitude Day World Alzheimer's Day International Day of Peace	22 Falls Prevention Awareness Day American Business Women's Day Rosh Hashanah Autumnal Equinox (Start of Fall)	23 Bi Visibility Day International Day of Sign Language	24  National Punctuation Day	25 World Dream Day	26 Native American Day	27 National Public Lands Day World Tourism Day
28 Ask a Stupid Question Day	29 World Heart Day	30 International Translation Day International Podcast Day <i>Listen to a new marketing podcast!</i>	Oct 1	2	3	4
5	6	7	8	9	10	11

This Month's Observances

- Childhood Cancer Awareness Month
- National Suicide Prevention Month
- World Alzheimer's Month
- Hispanic Heritage Month (Sept 15-Oct 15)

Reminders

- Report on August's social media performance, analyzing strengths and weaknesses.
- Prepare your Halloween promos & content for next month.
- Update your brand's social media DM settings, including FAQ, away messages and auto-responses.

**YOU WERE
MADE FOR
THIS**

This Month's Observances

- World Menopause Month
- National Physical Therapy Month
- Breast Cancer Awareness Month
- National Cryptocurrency Month
- Filipino American History Month
- National Economic Education Month
- Vegetarian Month
- National Fire Prevention Month

Reminders

- Happy Q4!**
- Report on September's social media performance, analyzing strengths and weaknesses.
- Change your brand's social media passwords!
- Schedule your Black Friday and Cyber Monday content.
- Check-in: Finalize plans for end of year content.
- Archive old or irrelevant content on your brand profiles from the past year.

never
lose
that
magic.

2025 OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1 World Financial Planning Day Yom Kippur International Coffee Day <i>Post idea: Show coffee mugs on team member desks. Cheers!</i>	2 National Custodian Day	3 World Smile Day Mean Girls Day	4 National Taco Day National Vodka Day National Golf Lovers Day
5 World Teachers' Day	6 World Cerebral Palsy Day	7 National Inner Beauty Day	8 National Stop Bullying Day National Emergency Nurses Day	9 World Sight Day	10 World Mental Health Day <i>Go for a walk and take a deep breath.</i>	11 National Coming Out Day
12 National Savings Day	13 Indigenous Peoples' Day Columbus Day	14 National Dessert Day	15 National Medical Assistant Day	16 National Sports Day Boss's Day	17 National Pay Back a Friend Day National Pasta Day	18 Sweetest Day
19 National New Friends Day	20 International Chefs Day Diwali	21 National Apple Day	22 National Nut Day National Color Day <i>Post idea: Share the story of your brand's colors.</i>	23 National Croc Day	24 National Food Day	25 National Art Day
26 National Pumpkin Day	27 National American Beer Day	28 National Chocolate Day National First Responder Day International Animation Day	29 National Cat Day	30 National Treat Your Pet Day National Check List Day <i>How's that project organization checklist going?</i>	31 Halloween <i>Post idea: Edit costumes on your products/services team.</i>	Nov 1
2	3	4	5	6	7	8

2025

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1 World Vegan Day Day of the Dead National Author's Day
2 Daylight Saving Time Ends	3 National Sandwich Day	4 National Candy Day Election Day	5  American Football Day	6 National Stress Awareness Day National Nachos Day	7 Project Management Day <i>Shout out to project managers!</i>	8 National STEM/STEAM Day National First-Generation Day
9 Go To an Art Museum Day World Adoption Day	10 International Accounting Day	11 National Sundae Day Veterans Day	12 National Happy Hour Day	13 World Kindness Day	14 National Pickle Day	15 American Recycles Day National Philanthropy Day
16 World Day of Remembrance for Road Traffic Victims	17 National Take a Hike Day International Students' Day	18 National Entrepreneurs' Day <i>Post idea: Share your company story - how did it start and who was involved?</i>	19 National Camp Day	20 Future Teacher of America Day Transgender Day of Remembrance World Philanthropy Day <i>Post idea: Share your company's values.</i>	21 World Hello Day World Television Day	22 Go For A Ride Day
23 National Espresso Day	24 National Sardines Day	25 International Day for the Elimination of Violence Against Women National Parfait Day	26  National Cake Day	27 Thanksgiving Day	28 American Indian Heritage Day Black Friday <i>Post idea: Launch a social media-specific deal or giveaway.</i>	29 Small Business Saturday
30 International Computer Security Day	Dec 1	2	3	4	5	6

This Month's Observances

- National Hospice & Palliative Care Month
- National Career Development Month
- World Vegan Month
- Pancreatic Cancer Awareness Month
- National Novel Writing Month
- National Adoption Month
- National Diabetes Month
- Native American Heritage Month

Reminders

- "Report on October's social media performance, analyzing strengths and weaknesses.
- Audit content performance for the entire year to plan your content strategy for 2026. What performed well? What should you avoid?
- Finalize winter holiday promos & content for next month.
- Q1 2026 isn't too far away -- start new year strategy brainstorms!"

KEEP GOING.
KEEP GOING.

This Month's Observances

- Learn a Foreign Language Month
- Worldwide Food Service Safety Month
- National Tie Month
- Impaired Driving Prevention Month

Reminders

- Report on November's social media performance, analyzing strengths and weaknesses.
- Tack down campaigns for winter 2026 content.
- Cheers to a year of hard work and better social media!

Excited to see
where
this
is all
going...

2025

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
30	1 Cyber Monday	2 Giving Tuesday <i>Post idea: Share how your brand gives back.</i>	3 International Day of Persons with Disabilities	4 Wildlife Conservation Day National Cookie Day	5 International Volunteer Day National Bartender Day	6 Candle Day St. Nicholas Day
7 National Letter Writing Day National Cotton Candy Day	8 Green Monday	9 National Pastry Day	10 Human Rights Day Dewey Decimal System Day	11 International Mountain Day	12 International Universal Health Coverage Day Gingerbread House Day	13 National Salesperson Day National Day of the Horse
14 National Free Shipping Day Hanukkah	 15 Ugly Sweater Day <i>Post idea: Share photos of your team in ugly holiday sweaters.</i>	16 National Chocolate Covered Anything Day	17 National Maple Syrup Day	18 International Migrants Day	 19 National Hard Candy Day	20 National Sangria Day Super Saturday <i>Post Idea: Remind your customers it's the last Saturday before Christmas & highlight gift ideas.</i>
21 Yule Winter Solstice	22 National Cookie Exchange day	23 National Roots Day	24 Christmas Eve	25 Christmas Day	26 Kwanzaa Begins	27 National Leftovers Day
28 National Short Film Day National Card Playing Day	29 Still Need To Do Day <i>Post idea: Share ideas on final to-dos to wrap up the year.</i>	30 National Resolution Planning Day	31 New Year's Eve <i>Cheers to 2026</i>	Jan 1, 2026	2	3
4	5	6	7	8	9	10

Follow us on LinkedIn!



@thundertech



thundertech.com

888.321.8422

3635 Perkins Ave. Studio 5 SW

Cleveland, OH 44114