

YOUR BRAND'S SOCIAL MEDIA CONTENT CALENDAR TEMPLATE FOR 2018



This is a list of holidays, big events and other trending topics that people will talk about in the year 2018 in social media. Use it to plan out your content campaigns for the year ahead. You will not miss an important holiday.



JANUARY

	1				
	15				
				25	

- 1st** New Year's Day. It's all about Resolutions...
- 15th** The Australian Open kicks off the year for sports and is the first Tennis Grand Slam event of the year. Tennis is a great area to build marketing around, especially as the year progresses.
- 15th** is Martin Luther King Day.
- 25th** is Robert Burns Night.

FEBRUARY

4					9
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25					

- 4th** brings The Superbowl. One word for social media brands: Oreo.
- 13th** is Shrove Tuesday or the Pancake Day.
- 14th** is Valentine's Day.
- 16th** is Chinese New Year. This year it's the Year of the Dog.
- 17th** is Random Acts of Kindness Day
- 16th** sees London Fashion Week. Fashion can be an incredibly powerful force on social.
- 9th, 25th** sees The Winter Olympics in South Korea.

MARCH

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30th is the Easter. Are you doing a hunt on your social media?

- 1st** is Saint David's Day (Patron Saint of Wales).
- 1, 2nd** is Holi.
- 8th** is International Woman's Day. Brands can do their bit to raise the awareness, like the Western Union did.
- 11th** is St Patrick's Day. Quite possibly one of the most marketable days of the year.
- 17th** March 2018 is St Patrick's Day (quite possibly one of the most marketable days of the year).
- 24th** has the Earth Hour.

APRIL

1				5		7
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22	23		25			

23th is St George's Day (Patron Saint of England).

25th is Anzac Day.

25th is also Administrative Professional's Day (formerly Secretary's Day).

- 1st** is April Fool's Day.
- 1st** also sees the start of National Pet Month. Jetblue has an amazing approach to pets and their customers for social.
- 5, 8th** sees the Golf Masters in Augusta, USA.
- 7th** is the National Beer Day #NationalBeerDay
- 11th** is the Pet Day #NationalPetDay
- 13, 16th** is Songkran ("Thai New Year").
- 14th** brings The Grand National at Aintree in Liverpool.
- 10th** is Siblings Day in the USA.
- 22nd** is London Marathon, and Earth Day.

MAY

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	28	29				

26th is the Champions League Final.

28th is the Hamburger Day #NationalHamburgerDay

29th Vesak Day.

- 1st** is Labour Day.
- 2nd** is a Thank a Teacher Day #ThankATeacher
- 4th** is International Firefighter's Day. It is also Star Wars Day.
- 5th** is Cinco de Mayo
- 8th** is National Teacher's Day in the USA.
- 13th** is Mother's Day.
- 14th, 20th** is National Sandwich Week in the UK.
- 12th, 19th** is National Doughnut Week.
- 19th** has the FA Cup Final at Wembley Stadium, London.
- 22nd** is Buddha's Birthday and also the Chelsea Flower Show.

JUNE

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- 5th** is the World Environment Day
- 10th** sees the final of The French Open in Paris, the second tennis Grand Slam.
- 14th** sees the kickoff at the FIFA World Cup, football's crowning event, in Russia.
- 15th** is Hari Raya Puasa / Eid al-Fitr
- 17th** is Father's Day in the UK
- 21st** is Summer Solstice in the UK, the 'longest day'
- 21st** is also the Selfie Day #NationalSelfieDay

JULY

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- 2nd** is Wimbledon Championships, tennis' third Grand Slam of 2018.
- 6th** is International Kissing Day.
- 11th** is World Population Day.
- 7th, 29th** is the Tour De France
- 19th, 22nd** has the Summer X Games (extreme sports) in Minneapolis, USA.
- 30th** is International Friendship Day.

AUGUST

5	6					
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	27					

- 5nd** is National Sister's day.
- 6th, 12th** is the US PGA Golf in Missouri, USA.
- 13th** is International Left Handers Day.
- 16th** is the Tell a Joke Day #NationalTellAJoke
- 17th** is Qixi. Sometimes referred to as 'Chinese Valentine's Day'.
- 21st, 22nd** is Hari Raya Haji / Eid al-Adha.
- 27th** has the final tennis Grand Slam, the US Open in New York.

SEPTEMBER

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- 2nd** is Father's Day in Australia & New Zealand.
- 6th** is the Read a Book Day #ReadABookDay
- 9th** is Grandparent's Day in the USA.
- 21st** is the International Day of Peace #InternationalDayOfPeace
- 23rd** is Autumnal Equinox (the first day of Autumn).
- 22nd** sees the start of Oktoberfest in Munich, Germany. Plenty of beer, and then some more on top.
- 23rd, 25th** is Chuseok ("Korean Thanksgiving").

OCTOBER

	1					
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28			31			

- 1st** is World Vegetarian Day and also the International Coffee Day #InternationalCoffeeDay
- 7th** is Grandparent's day UK.
- 28th** is Mother-in-Law Day.
- 31st** is Halloween.
- October brings the US World Series Baseball.
- October also brings Diwali, a perfect opportunity to enjoy great Indian food, and other aspects of the culture. Sounds like some great behind the scenes content at the office?

NOVEMBER

4	5					
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	26					

- 4th** is the Candy Day #NationalCandyDay
- 5th** is Guy Fawkes Night.
- 11th** is Armistice Day.
- 13th** is World Kindness Day.
- 19th** is International Men's Day.
- 22nd** is Thanksgiving USA.
- 23rd** is Black Friday. Get your offers ready.
- 26th** is Cyber Monday.

DECEMBER

		25	26			

- 25th** is Christmas. Enough said.
- 26th** is also the Thank You Note Day #ThankYouNoteDay
- End of the year content works well too. Summary of the year. Predictions for the new year.